

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.

COURSE CODE: 19CM/PC/GB14

M.COM DEGREE EXAMINATION – NOVEMBER 2021

COMMERCE – SHIFT II

COURSE : MAJOR – CORE

PAPER : GLOBAL BUSINESS ENVIRONMENT

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer any THREE questions:

(3x20 =60)

1. Describe the three environments in which an international company operates. Give suitable illustrations,
2. Discuss the significance of Balance of Payments.
3. Explain the role and functions of IMF in promoting and regulating Global Business.
4. What Is Anti Dumping? What Is Its Purpose In International Trade? Discuss the important governmental measures relating to Anti-dumping.

SECTION – B

Answer any ONE question:

(1 x 40 = 40).

5. a Explain the different types of Trading Strategies followed in India. Give relevant examples.
(1 x 20 = 20).
b) Assume you are a global manager responsible for an international subsidiary that has employees from many parts of the world - China, India, Morocco, Brazil, and Spain.
Discuss the type of trade strategy you will follow to understand their work attitudes, performance and behaviour ?
(1 x 20 = 20).
6. a) Discuss the role and functions of BRICS Development Banks
(1 x 20 = 20).
b) International Business can be defined as trading between a home country and a host country. It is not limited to goods and services; but also involves trading ideas, labour, knowledge, etc.
Describe the different issues and challenges that usually come up during international business negotiations.
(1 x 20 = 20).
