

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2009-10)

SUBJECT CODE : CM/PE/GB23

M.Com. DEGREE EXAMINATION APRIL 2010
COMMERCE
SECOND SEMESTER

COURSE : ELECTIVE
PAPER : GLOBAL BUSINESS ENVIRONMENT
TIME : 3 HOURS **MAX. MARKS : 100**

SECTION – A

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

1. Explain the Protectionist measures / decisions involved in International business. Explain the arguments in favor of protectionism.
2. Discuss the various tariff and non-tariff barriers to global trade with suitable examples.
3. Explain Trade strategies. Explain the strategic factors that affect an international businessman.
4. Write a note on “Ethics in International Business”.
5. Explain how “Global Competitiveness Index” is computed and also its relevance to Industry.
6. Write a note on “Commodity Agreements” and their significance to foreign trade.
7. Write short notes on(1)Anti dumping measures (2) TRIPS Agreement.
8. Define Business Environment. Explain the endogenous environment of business.

SECTION – B

ANSWER ANY THREE QUESTIONS: (3 x 20 = 60)

9. Discuss the impact of Economic and technological environment on international business..
10. Outline the role of ASEAN as a very significant regional group promoting regional trade and integration.
11. Discuss the socio-cultural and political factors affecting business. Explain the economic, demographic and technological environment of Global Business.
12. Describe the role of WTO in fostering global trade.
13. Explain India’s contribution towards the successful working of SAARC.
