

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

M.Com. - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - II

24PCOET2A02 - Global Business Environment

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions (10 × 2 = 20 Marks)

1. What is Globalization?
2. What is Internationalization ?
3. What is the meaning of 'informal institution'?
4. How does Multinational enterprise ensure transparency in their international operations?
5. What are the motives of International trade?
6. List out any five major events that helped to reshape the modern world.
7. What is corruption?
8. What are the advantages of creating regional agreements?
9. What is competitive strategy?
10. What is BCG?
11. What is a PEST or a PESTEL analysis?
12. What are the reasons for trade barriers?

Section C

Answer any **FOUR** questions (4 × 5 = 20 Marks)

13. Discuss how cultural distance affects different stages of the internationalization process.
14. How the East India company became the world's most powerful business?
15. What strategies might organisations use to respond to changing global drivers?
16. What would happen if a company ignored competitive rivalry?
17. Explain the product life cycle in detail.
18. What is the SWOT matrix and its components?
