

Roll.No.

24PCOET2A02

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 - NOVEMBER 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 Globalisation?
2. Write a note on Internationalization.
3. Describe the types of organizations that are mostly involved in international business.
4. How do multinational enterprises (MNEs) ensure transparency in their international operations?
5. What does the term 'emerging economy' mean?
6. State the difference between Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI).
7. Write a note on political risk.
8. What is a PEST or a PESTEL analysis?
9. Define Ansoff matrix.
10. What information should be taken into consideration for foreign investors?
11. State the meaning of informal institution.
12. What are the motives of International trade?

Section C

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

13. Compare multinational enterprises (MNEs), small- and medium-sized enterprises (SMEs), and international new ventures (INVs) in international business. Provide examples.
14. Predict the challenges of digital firms in foreign market.

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15. Determine the Consequences of MNEs Activities in the International business.
16. Explain the four factors that cover The CAGE Framework.
17. Describe the steps in PEST analysis.
18. Elaborate on Porter's Five forces framework.
