

(FOR THE CANDIDATES ADMITTED

23PIB1E2

DURING THE ACADEMIC YEAR 2023 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2023

M.Com.IB(SF)

MAXIMUM MARKS: 75

SEMESTER-I

TIME : 3 HOURS

PART - III

23PIB1E2 – GLOBAL BUSINESS ENVIRONMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(Objective Questions with four Multiple Choices)

(K1)

1. Air and water pollution are typically ____ problems.
a) Global b) Local c) Regional d) Multilateral
2. The topography of plateau is ideal for ____
a) Cultivation b) Forestry c) Mining d) Hydro power
3. Aesthetics deals with the standard of ____
a) Beauty b) Truth c) Goodness d) Conduct
4. Which is not considered as part and source of international law?
a) Bilateral Treaties b) International Convention c) Agreement d) State legislation
5. ____ is a trait of Western culture.
a) Collectivism b) Individualism c) Communalism d) None of these

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Why is the global business environment important?
7. Recite the examples of physical environment.
8. What are the factors of the cultural environment?
9. Define Legal environment.
10. What do you mean by topography?

SECTION – B

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

(K3)

11. a) Describe the basic approaches to environmental policy.
(OR)
b) Examine the significance of key environmental laws.
12. a) Construct the role of foreign investment.
(OR)
b) List the causes of inflation on an economy.

(CONTD ... 2)

13. a) Explain the importance of brand names in marketing.
(OR)
b) Describe the significance of aesthetics.
14. a) Examine the bases for a legal framework in business operations.
(OR)
b) List the key areas of commercial law that affects trade.
15. a) Explain the Rostow's view.
(OR)
b) Examine the jurisdictions international legal disputes.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Outline the environmental problems associated with air and water pollution.
(OR)
b) Discuss the legal aspects of environmental protection in India.
17. a) Evaluate the impact of tax structure on the business environment.
(OR)
b) Summarize the concept of urbanization and its effects on economic development.
18. a) Discuss the influence of material culture on marketing strategies.
(OR)
b) Investigate the cultural impact factors on market segmentation.
19. a) Analyze the challenges of resolving international legal disputes.
(OR)
b) Outline the impact on international law on business of human rights.
20. a) Classify the eastern and western cultures to their business approach.
(OR)
b) Discuss the India's policy and the relevant constitutional provisions.
