

(FOR THE CANDIDATES ADMITTED

23PIB103

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

23PIB103- INTERNATIONAL BUSINESS RELATIONS

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.(K1)

1. Which of the following is the main reason behind the investments of MNCs?
 - a. To benefit foreign countries
 - b. To provide financial support for government
 - c. For the welfare of the people
 - d. To increase the assets and earn profits
2. _____theory holds that there is a continual rebalancing of power among nation-states
 - a. Balance of Power
 - b. Balance of Payment
 - c. Bill of Payment
 - d. Bank of Payment
3. Timeline of modern imperialism in world _____
 - a. 15th to 18th century
 - b. 16th to 19th century
 - c. 11th to 14th century
 - d. 12th to 15th century
4. Where is the headquarters of the EU?
 - a. Netherlands
 - b. Belgium
 - c. Luxembourg
 - d. Greece
5. NAFTA stands for _____
 - a. North African trade association
 - b. Northern Atlantic trade agreement
 - c. North American free trade agreement
 - d. Northern association for trade

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Give a meaning of an International Environment
7. What is Balance of Power?
8. Define Diplomacy.
9. What is SAARC?
10. What is BRICS?

SECTION – B

(5 X 5 = 25 MARKS)

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

(K3)

11. a) Describe the nature in International Environment .

(OR)

- b) Interpret the reasons for growth of MNC's

(CONTD 2)

12. a) Sketch the nature of power in International Relations and Politics
(OR)
b) Describe the characteristics of balance of power.
13. a) Determine the main task of Diplomacy
(OR)
b) Explain the term Colonialism
14. a) Interpret the term G8, G15 and G77
(OR)
b) Explain the significance of APEC.
15. a) Discuss the implication of European Union on world trade
(OR)
b) Discuss the famous McDonald's case where the multinational company failed to understand the culture of India and thus failed initially, before bouncing back.

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

16. a) Evaluate the factor STEPIN in International Environment
(OR)
b) Explain the benefits of Multinational Corporation in developing countries?
17. a) Discuss different elements of national power in International Relations and Politics
(OR)
b) Outline different types of balance of Power in international business relation
18. a) Discuss the Functions of Diplomat
(OR)
b) Explain the Promotion of National interest.
19. a) “Regional economic cooperative range from the basis SAARC, then NAFTA to the sophisticated European Union”. Explain the statement using example
(OR)
b) Write a note on India and major Powers in international business
20. a) You are the manufacturer of herbal skin care and hair care product based in Bangalore. You intend to sell these products all over the European union. Give the policies of EU and considering the cultural aspects discuss in detail the procedure.
(OR)
b) You are a marketing manager of a textile company that is looking to venture into international business. The country you want to target first is the UK. You want to start by exporting to UK. What environmental factors would you keep in mind and how would you analyse the business environment of the UK?