

**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2021 ONLY)**

(NO.OF PAGES: 1)

21 PIB 2N1

REG.NO

**NGM COLLEGE (AUTONOMOUS): POLLACHI
END – OF – SEMESTER EXAMINATIONS: JULY - 2022
PG DEGREE PROGRAMMES (SF) MAXIMUM MARKS: 100
II SEMESTER TIME: 3 HOURS**

NON MAJOR ELECTIVE PAPER- I

FUNDAMENTALS OF GLOBAL BUSINESS

SECTION – A

(5X5 =25 MARKS)

ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS.

(K3)

1. Sketch the nature and scope of business environment.
2. Explain the role of micro and macro factors in international environment
3. Discuss the advantages of international Marketing.
4. Evaluate the barriers of global marketing.
5. Classify the types of exports in International trade.
6. Narrate the importance of IEC and RCMC in export business.
7. Analyze the importance of logistics in the current scenario.
8. Interpret the modes of transportation used in logistics management.

SECTION – B

(5 X 15 = 75 MARKS)

ANSWER ANY FIVE QUESTIONS OUT OF THE EIGHT QUESTIONS.

(K4/K5)

9. Explain the importance of political and technological environment in global business.
10. Discuss the STEPIN factors influencing international environment.
11. Examine the Stages of internationalization.
12. Categorize the basic steps to be followed while exporting products from India.
13. Illustrate the basic documents needed for export and import from India.
14. Assess the important components of logistics management
15. Inspect the evolution of global marketing.
16. Explain the importance of protective packaging in export business.
