

(FOR THE CANDIDATES ADMITTED

24UIB2A1

DURING THE ACADEMIC YEAR 2024

ONLY)

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : MAY-2025

B.COM-IB(SF)

MAXIMUM MARKS: 75

SEMESTER II

TIME : 3 HOURS

**PART - III**

**24UIB2A1 – GLOBALBUSINESS ENVIRONMENT**

**SECTION – A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**(K1)**

1. What is the goal of business?  
a) Maximizing profit b) Maintaining customer satisfaction c) Business practice d) Morality
2. Which is not a component of specific forces of the business environment?  
a) Customers b) Technological conditions c) Investors d) Employees
3. Balance of Payments uses the \_\_\_\_\_ system of accounting  
a) Single-entry b) Double-entry c) Cash basis d) Accrual basis
4. WTO was setup in \_\_\_\_\_  
a) 1995 b) 1992 c) 1996 d) 1994
5. World's largest trade block is \_\_\_\_\_  
a) NAFTA b) SAARC c) CEC d) ECM

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES**

**(K2)**

6. Explain the global business environment.
7. Outline the technological environment.
8. Define the features of BOP.
9. Infer the objectives of the WTO.
10. Explain the countries Which are part of SAFTA.

**SECTION – B**

**(5 X 5 = 25 MARKS)**

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

**(K3)**

11. a) Identify the importance of the business environment.  
**(OR)**  
b) Interpret the five concepts of globalization.
12. a) Find out the factors affecting business environment.  
**(OR)**  
b) Examine the social environment in global business.

**(CONTD .... 2)**

13. a) Describe the four components of balance of payments.  
(OR)  
b) Examine the concepts of balance of payments.
14. a) Describe the role of the WTO in international trade.  
(OR)  
b) Find out the important functions of World Bank.
15. a) Interpret the five main purposes of the European Union.  
(OR)  
b) Identify the functions of trade agreements.

**SECTION – C****(5 X 8 = 40 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.  
(K4 (Or) K5)**

16. a) Analyze the main characteristics of the business environment.  
(OR)  
b) Outline the various modes of entry into international business.
17. a) Evaluate the importance of analyzing the business environment.  
(OR)  
b) Determine the political factors in Global business.
18. a) Examine the significance of the balance of payment account.  
(OR)  
b) Outline the causes of deficit in balance of payments.
19. a) Explain the function and role of IMF in international trade.  
(OR)  
b) Discuss the role of the UNCTAD in international trade.
20. a) Outline the role of SAFTA in international trade.  
(OR)  
b) Analyze the contribution of SAARC in international business.

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Ethical paper
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