

END TERM EXAMINATION

SECOND SEMESTER [BCOM(HONS)] MAY-JUNE-2025

Paper Code: BCOM-106

Subject: Global Business Environment

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q.1. Attempt **any four** of the following questions. (4x5=20)
- a) Domestic business versus international business
 - b) Types of trade barriers
 - c) GATT
 - d) Ethical issues in global business
 - e) Monetary policy in global context
 - f) Difference between fixed and floating exchange rates
 - g) Role of culture in success of business
 - h) Significance of Hofstede's cultural dimensions
- Q2. Explain the competitive advantage theory for world trade. (10)
- OR**
- Q3. Business environment of a country comprises the forces wielded by political, economic and legal factors. Explain. (10)
- Q4. Bring out the functions and objectives of WTO. (10)
- OR**
- Q5. Comment on any two theories of FDI given below: (2x5=10)
- (a) Product life cycle theory
 - (b) Eclectic Paradigm
 - (c) Internationalization approach
- Q6. What is economic environment? How is the economic environment of host country important for an international manager? (10)
- OR**
- Q7. What are the items listed in the current and the capital account in the structure of balance of payments? (10)
- Q8. International managers need to imbibe multi-cultures. He or she should acclimatize culture of the host country. Discuss. (10)
- OR**
- Q9. What are the strategies for human resource management in global companies? (10)

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