Reg. No.: | | | | | | | | |

G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.

PG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2025.

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: M. Com.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
III	PART - III	CORE ELECTIVE - 5	P23CO3E5B	INTERNATIONAL BUSINESS

Date & Session : 12.11.2025/AN **Time : 3 hours** **Maximum: 75 Marks**

Course Outcome	Bloom's K-level	Q. No.	**SECTION – A (10 X 1 = 10 Marks)** Answer ALL Questions.
CO1	K1	1.	Which of the following is not an entry strategy into international markets? a) Licensing b) Franchising c) Joint Ventures d) Internal Trading
CO1	K2	2.	What framework helps analyze the international business environment? a) SWOT b) PESTEL c)Domestic-Foreign-Global d) Porter's Five Forces
CO2	K1	3.	Comparative Advantage theory is attributed to: a) Adam Smith b) David Ricardo c) Vernon d) Dunning
CO2	K2	4.	Which model integrates Ownership, Location, and Internalization factors? a) Mercantilism b) Dunning's Eclectic Paradigm c) Absolute Advantage d) Product Life Cycle Theory
CO3	K1	5.	In international trade, payment terms are governed by: a) Marketing strategy b) Legal provisions c) Cultural sensitivity d) Foreign exchange rates
CO3	K2	6.	Which of the following is a system of law impacting international business? a) Civil Law b)Sharia Law c) Common Law d) All of the above
CO4	K1	7.	Which body regulates global trade practices? a) IMF b) WTO c) UNESCO d) UNHRC
CO4	K2	8.	Which of the following is a regional trade bloc? a) ASEAN b) NAFTA c) EU d) All of the above
CO5	K1	9.	One major impact of MNCs on host countries is: a) Disruption of local law b) Promotion of cross-cultural management c) Restriction of foreign investment d) Elimination of small businesses
CO5	K2	10.	Host governments encourage MNC entry through: a) Anti-dumping laws, b) High tariffs, c) Investment incentives, d) Labor restrictions

Course Outcome	Bloom's K-level	Q. No.	**SECTION – B (5 X 5 = 25 Marks)** **Answer ALL Questions choosing either (a) or (b)**
CO1	K2	11a.	Identify and describe the various types of franchise models. **(OR)**
CO1	K2	11b.	Compare and contrast domestic business with international business.
CO2	K2	12a.	Demonstrate how assumptions from the Heckscher-Ohlin and Comparative Advantage theories influence international trade decisions. **(OR)**
CO2	K2	12b.	Explain the transaction cost approach and its relevance in determining firm boundaries in global business operations.
CO3	K3	13a.	Analyze how common legal codes facilitate harmonization in international business environments. **(OR)**
CO3	K3	13b.	Evaluate the effectiveness of legal provisions in protecting intellectual property rights across global markets.
CO4	K3	14a.	Interpret the objectives, organizational structure, and regional significance of SAARC in the South Asian context. **(OR)**
CO4	K3	14b.	Critically assess the mechanisms through which the IMF fosters multilateral agreements and supports economic cooperation.
CO5	K4	15a.	Assess the defining characteristics and strategic dynamics of Multinational Corporations in host and home countries. **(OR)**
CO5	K4	15b.	Justify the importance of transfer pricing strategies in multinational enterprise operations, highlighting ethical and regulatory implications.

Course Outcome	Bloom's K-level	Q. No	**SECTION – C (5 X 8 = 40 Marks)** **Answer ALL Questions choosing either (a) or (b)**
CO1	K4	16a.	Briefly analyze key entry modes into international markets and the factors influencing each choice. **(OR)**
CO1	K4	16b.	Construct an analytical framework to evaluate the key dimensions of the international business environment.
CO2	K5	17a.	Evaluate classical international business theories and assess their relevance in contemporary global trade scenarios. **(OR)**
CO2	K5	17b.	Assess the effectiveness of the product life cycle theory in shaping international business strategies.
CO3	K5	18a.	Critically analyze the complexities and challenges within the legal frameworks that govern international business activities. **(OR)**
CO3	K5	18b.	Evaluate the essential components and risks associated with drafting international business contracts.
CO4	K5	19a.	Judge the significance and impact of various forms of economic integration on global business practices. **(OR)**
CO4	K5	19b.	Assess the roles and contributions of WTO and UNCTAD in regulating and promoting equitable international trade.
CO5	K6	20a.	Design a decision-making model for intra-firm trade and transfer pricing strategies within multinational enterprises. **(OR)**
CO5	K6	20b.	Propose strategic approaches that MNEs can adopt when operating in developing countries, supported by real-world examples.