

²
St. Clare College
Autonomous, Bengaluru

ROLL NO:

DATE:



PG END SEMESTER EXAMINATION-JANUARY/FEBRUARY 2026

M.Com: FIRST SEMESTER

MCO 1224: INTERNATIONAL BUSINESS ENVIRONMENT

TIME: 3 hours.

MAX. MARKS: 70

This paper contains TWO printed pages and FOUR parts

Instructions:

- 1. Verify and ensure that the question paper is completely printed.**
- 2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.**
- 3. Students must check the course title and course code before answering the questions.**

PART-A

Answer any EIGHT questions out of TEN. Each answer carries TWO marks. [8x2 = 16]

- 1. Define International Business.**
- 2. State any two modes of entry into International Business.**
- 3. What is globalization?**
- 4. Mention any two features of multinational corporations (MNCs)**
- 5. What is demographic environment?**
- 6. What is a trade bloc?**
- 7. Define Foreign Direct Investment (FDI)**
- 8. What is global competitiveness?**
- 9. What is technology transfer?**
- 10. What is Corporate Social Responsibility (CSR)?**

PART-B

Answer any FOUR questions out of SIX. Each answer carries FIVE marks. [4x5=20]

- 11. Explain the nature and scope of International Business.**
- 12. Describe the different modes of entry into International Business.**
- 13. Explain the theory of Customs Union.**
- 14. Discuss the role of WTO in promoting international trade.**
- 15. Explain the importance of foreign investments in developing countries.**
- 16. Describe the role of culture in global management and decision-making.**

PART-C

Answer any TWO questions out of THREE. Each answer carries TEN marks. [2X10=20]

- 17. Discuss the globalization process and its managerial implications for international firms.
- 18. Analyze the importance, dominance, and role of multinational corporations in the global business environment.
- 19. Examine the social responsibilities and ethical obligations of multinational enterprises with reference to the Foreign Corrupt Practices Act.

PART-D

Compulsory skill-based question/ case study

[14X1=14]

- 20. An Indian manufacturing company plans to expand its operations into Southeast Asian markets through foreign direct investment. The management is concerned about political risk, cultural differences, regulatory issues, and ethical practices. The company is also evaluating the benefits of regional trade agreements like ASEAN.

Questions:

- a. Identify the major environmental factors affecting the company's international expansion.
- b. Explain the advantages of investing in a regional trade bloc like ASEAN.
- c. Discuss the ethical and social responsibilities the company must follow while operating abroad.
- d. Suggest suitable entry strategies for the company to minimize risk and ensure global competitiveness.
