



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP**

**THIRD SEMESTER – NOVEMBER 2017**

**16UBU3AL01 – GLOBAL BUSINESS MANAGEMENT**

Date: 09-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART – A**

Answer **ALL** the questions:

(10 x 2 = 20)

1. Define the term “International business”.
2. Write any two principles of international law.
3. What is joint venture?
4. What do you understand by globalization?
5. Define Greenfield Strategy.
6. What is meant by totalitarianism?
7. Mention any three business activities.
8. What are all the types of strategic alliances?
9. What is resource deployment?
10. Write a short note on FDI.

**PART – B**

Answer any **FOUR** questions:

(4 X 10 = 40)

11. What is legal environment? Describe the different legal systems.
12. Discuss the levels of strategy that formulates strategic management.
13. Describe the steps of strategic alliances.
14. Explain the classification of technology.
15. Discuss the components of an international strategy.
16. Describe the contemporary causes of globalization.
17. How will you choose a mode of entry?

**PART – C**

Answer any **TWO** questions:

(2 X 20 = 40)

18. Explain the rationale of companies going global.
19. Illustrate the market entry strategies of firms in international marketing.
20. Discuss in detail the types of political risks and strategies in managing political risks.
21. Describe the scope of strategic alliances.

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