



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

THIRD SEMESTER – APRIL 2022

16/17/18UBU3AL01 – GLOBAL BUSINESS MANAGEMENT

Date: 24-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Q. No Answer ALL questions

(10 x 2 = 20 Marks)

- 1 What is international business?
- 2 List out any two objectives of Globalization.
- 3 What is meant by totalitarianism?
- 4 What is Accounting Environment?
- 5 Write the principles of international law.
- 6 What are the components of an international strategy?
- 7 Write a short note on green field strategy.
- 8 Define “International Franchising”.
- 9 Mention the types of strategic alliances.
- 10 What is International Corporate Cooperation?

PART – B

Answer any FOUR questions

(4 x 10 = 40 Marks)

- 11 Explain the various types of International Business Activities in detail.
- 12 Elucidate the different international marketing orientations with examples.
- 13 Discuss the challenges of international strategic management.
- 14 Discuss the levels of strategy that formulates strategic management.
- 15 How to Choose a mode of entry in foreign market?
- 16 Explain the methods and its benefits of Foreign Direct Investment.
- 17 Describe the scope of strategic alliances with relevant examples.

PART – C

Answer any TWO questions

(2 x 20 = 40 Marks)

- 18 Illustrate the contemporary causes of globalization.
- 19 Discuss the different types of International Environment.
- 20 Elaborate the specialized entry modes for international business.
- 21 Explain the benefits and pitfalls of strategic alliance.
