



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2025

CO 4804 – GLOBAL BUSINESS STRATEGY



Date: 28-04-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

Section A

Answer ANY FOUR of the following:

(4x10=40)

1. Explain the significance of global business.
2. Briefly explain why the international trading environment is vital for MNCs?
3. Bring out the characteristics of Global Competitive Environment.
4. What are the merits and demerits of Value Chain Analysis?
5. Distinguish between domestic and international business models.
6. Highlight the causes for privatisation of PSUs.
7. What are the determinants of foreign market entry mode?
8. State the problems faced in acquisition of global business.

Section B

Answer ANY THREE of the following:

(3x20=60)

9. Describe the importance of Political Environment to global trade.
10. Explain the reasons for globalisation with suitable examples.
11. Discuss the pros and cons of Joint Ventures.
12. Enumerate the challenges faced in Cross-Border Management.
13. “Global business is not a substitute for saturated domestic business ventures”. Critically evaluate.
14. Elucidate the impact of recent geo-political factors on global business.

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