** Register No:**

**Date:7-12-2022 (9am)**

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**B.COM- V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**BC/BPS 5318- INTERNATIONAL BUSINESS**

**This paper has two printed pages and four parts**

**Time- 2 ½ hrs Max Marks-70**

**Section A**

**I. Answer any FIVE of the following questions. Each question carries two marks. (5x2 marks = 10)**

1. State any four nature of IB.

2. Give the meaning of ethnocentric approach.

3. Mention any four pitfalls of globalization.

4. Give the meaning of coopetition with an example.

5. Who are expatriates?

6. State any two functions of EXIM bank.

**Section B**

**II. Answer any THREE of the following questions. Each question carries five marks. (3x5marks=15)**

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7. Briefly explain the drivers of International Business.

8. Explain the types of international organizational models.

9. Write short notes on IHRM.

10. Briefly explain the benefits of exports to companies.

**Section C**

**III. Answer any TWO questions. Each question carries fifteen marks. (2x15 marks =30)**

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11. Highlight and explain the strategies of entering global business with suitable examples.

12. a) Explain the merits and demerits of MNCs (10m)

b) Write short notes on functional and divisional structure. (5m)

13. a). Highlight and explain the Selection criteria of Expatriates. (10m)

b) Discuss India’s recent EXIM policy. (5m)

**Section D**

**IV. Answer the following compulsory question. The question carries fifteen marks. (1x15 marks=15)**

14. PESTEL Analysis

There are many companies in the world that conduct PESTLE analysis on their brands in order to ascertain strategies for the future or else to understand the market before launching them. It is a fundamental tool of market planning and strategizing that must be carried out to comprehend market trends and the systematic risks involved.

a) Explain how PepsiCo, a beverage giant could carry out the PESTLE analysis. (5m)

b) Throw light and discuss on each environmental analysis. (10m)

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