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Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – M.Com.(BFA)-2024

Course Name – International Business Environment

Course Code - MBF10102

(Semester I)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Define international business environment
 - a) The political, legal, and economic conditions that affect domestic business operations
 - b) The local customs and practices that influence business in a specific region
 - c) The external factors and conditions that impact business operations across international borders
 - d) The technology and infrastructure used in local business practices
- (ii) Identify the primary factors that influence the international business environment
 - a) Weather patterns and local traditions
 - b) Political stability, economic conditions, and cultural differences
 - c) Product pricing and local competition
 - d) Technological advancements and domestic policies
- (iii) State the role of cultural differences in international business
 - a) They have minimal impact on business operations
 - b) They only affect marketing strategies within a country
 - c) They influence negotiation styles, management practices, and consumer preferences
 - d) They are only relevant for businesses with local customers
- (iv) Identify the correct perspective of Porters Diamond Model
 - a) A company will begin to export its product and later take on foreign direct investment
 - b) Focuses on the innovations for enhancing market
 - c) designed to understand competitive advantage and to explain how governments can act as catalysts to improve globally competitive economic environment
 - d) stresses that countries should produce and export goods that require factors which are abundant

- (v) Select the institution which is primarily responsible for ensuring the stability of the international monetary system by providing short-term financial support to member countries
- a) World Bank
b) International Monetary Fund (IMF)
c) International Development Association (IDA)
d) International Bank for Reconstruction and Development (IBRD)
- (vi) Select the entity within the World Bank Group focuses on providing concessional loans and grants to the world's poorest countries
- a) International Bank for Reconstruction and Development (IBRD)
b) International Finance Corporation (IFC)
c) International Development Association (IDA)
d) Multilateral Investment Guarantee Agency (MIGA)
- (vii) Classify the following institutions based on their primary focus - IMF, IBRD, IDA
- a) Monetary stability - IMF; Development projects - IBRD; Poverty alleviation - IDA
b) Monetary stability - IMF; Poverty alleviation - IBRD; Development projects - IDA
c) Development projects - IMF; Poverty alleviation - IBRD; Monetary stability - IDA
d) Poverty alleviation - IMF; Development projects - IDA; Monetary stability - IBRD
- (viii) Choose the organization that focuses primarily on promoting economic and social development in Asia
- a) UNCTAD
b) GEA
c) ADB
d) WTO
- (ix) Examine which organization provides a forum for governments to discuss and promote international trade and investment
- a) WTO
b) GEA
c) World Bank
d) UNCTAD
- (x) Interpret the main purpose of the Global Economic Alliance (GEA) in the context of international economic cooperation
- a) To standardize trade regulations globally
b) To facilitate global cooperation and strategic economic partnerships
c) To oversee the implementation of national trade policies
d) To provide direct financial aid to developing countries
- (xi) Analyze the stages of internationalization through stage typically involves entering a foreign market through exporting products
- a) Domestic Market Expansion
b) International Marketing
c) Exporting and Licensing
d) Strategic Alliances
- (xii) Appraise the features for which of the following is a key characteristic that distinguishes the international business environment from the domestic business environment
- a) Uniform regulatory frameworks
b) Predictable and stable economic conditions
c) Consistent consumer behavior across markets
d) Diverse and complex regulatory requirements
- (xiii) Explain for which of the following best describes a key advantage of FDI for the host country
- a) Reduced control over local operations
b) Enhancement of local infrastructure and job creation
c) Increased access to global capital markets
d) Greater influence on international monetary policy
- (xiv) Assess the impact of technology transfer on emerging markets
- a) Reduced access to global supply chains
b) Accelerated development of local industries
c) Decrease in foreign investment
d) Increased technological dependency without improvement
- (xv) Defend the importance of understanding cultural differences in international business

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| a) It simplifies the legal compliance process across different countries | b) It ensures uniform product standards and marketing strategies worldwide |
| c) It enhances communication and negotiation with international partners | d) It eliminates the need for market research and local adaptation |

Group-B

(Short Answer Type Questions)

3 x 5=15

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| 2. Identify the stages of internationalization | (3) |
| 3. Differentiate between the advantages of MNCs to host countries and home countries | (3) |
| 4. Choose the primary rationale behind economic integration among countries and explain its significance | (3) |
| 5. Evaluate the role of cultural sensitivity in shaping successful international business strategies | (3) |
| 6. Justify the importance of international law in maintaining fair practices in international business | (3) |

OR

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| Appraise the different modes of technology transfer and their effectiveness | (3) |
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Group-C

(Long Answer Type Questions)

5 x 6=30

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| 7. Contrast the functions of the WTO's Dispute Settlement Mechanism and its Trade Policy Review Mechanism | (5) |
| 8. Contrast the political objectives of ASEAN and the European Union (EU) | (5) |
| 9. Appraise the role of the International Monetary Fund (IMF) in stabilizing the global economy | (5) |
| 10. Justify the need for macro responses to problems in international services trade | (5) |
| 11. Justify, in brief, the comparative importance of regional economic alliances like NAFTA, ASEAN, and MERCOSUR in the global economy | (5) |
| 12. Analyze the rationale behind economic integration among countries | (5) |

OR

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| Criticize the limitations of the Free Trade Area (FTA) in achieving deeper economic integration | (5) |
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