# FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024
## MAJOR
## BIB1CJ102 INTRODUCTION TO GLOBAL BUSINESS

**Time : 2 Hrs**   BL : Bloom's Taxonomy Level (1 to 6)   CO : Course Outcome   **Maximum Marks : 70**

| Section A | | | Ceiling Marks : 24 | |
|---|---|---|---|---|
| Answer all questions. Each carries 3 marks. | | | | |
| **No.** | **Question** | **M** | **BL** | **CO** |
| **1.** | What is the need for international business | 3 | 1 | CO1 |
| **2.** | What are the key features of franchising | 3 | 5 | CO1 |
| **3.** | What is a strategic alliance in international business | 3 | 2 | CO1 |
| **4.** | Name two key institutions involved in the international monetary system | 3 | 5 | CO1 |
| **5.** | Write a note on World Bank Group | 3 | 2 | CO2 |
| **6.** | Define quotas as a tool for trade policy | 3 | 1 | CO3 |
| **7.** | What are INCOTERMS in international trade | 3 | 4 | CO3 |
| **8.** | What is Matrix organisation Structure of MNE | 3 | 2 | CO4 |
| **9.** | What are E-Business models | 3 | 1 | CO4 |
| **10.** | What are the main strategies MNCs use to enter foreign markets | 3 | 5 | CO4 |

| Section B | | | Ceiling Marks : 36 | |
|---|---|---|---|---|
| Answer all questions. Each carries 6 marks. | | | | |
| **No.** | **Question** | **M** | **BL** | **CO** |
| **11.** | What are the primary drivers of cross-border business? Explain with real-world examples | 6 | 5 | CO1 |
| **12.** | How does a strategic alliance benefit companies in global business | 6 | 4 | CO1 |
| **13.** | What are the Challenges faced by MNCs during Internationalization | 6 | 1 | CO4 |
| **14.** | what are the techniques to measure MNEs' level of internationalization | 6 | 4 | CO4 |
| **15.** | Critically assess the role of protectionism in international trade, examining both its advantages and disadvantages for an economy | 6 | 5 | CO3 |
| **16.** | What is Non-Tariff Barriers. Give example of NTB? | 6 | 1 | CO3 |
| **17.** | What is tariff? What are the different types of tariff | 6 | 4 | CO3 |
| **18.** | what are the challenges posed by MNCs to the local business | 6 | 4 | CO4 |

| Section C | | | | |
|---|---|---|---|---|
| Answer any one question. Each carries 10 marks. (1x10=10 marks) | | | | |
| **No.** | **Question** | **M** | **BL** | **CO** |
| **19.** | Provide an overview of international economic integration, discussing the different types (free trade area, customs union, common market, economic union) and their impact on member countries | 10 | 5 | CO2 |
| **20.** | What are the advantages of MNEs to the economy | 10 | 4 | CO4 |

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