

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



U.G. DEGREE EXAMINATION – ALLIED

THIRD SEMESTER – NOVEMBER 2019

16/17/18UBU3AL01 – GLOBAL BUSINESS MANAGEMENT

Date: 06-11-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART - A

Answer All the questions

10 X 2 = 20

1. Define International Business.
2. Bring out any three objectives of Globalization.
3. Give the meaning of the term 'Legal Environment'.
4. What is Accounting Environment?
5. What are the components of International Strategy?
6. List out the levels of International Strategy.
7. What is Foreign Market Analysis?
8. Write a short note on the term 'International Franchising'.
9. What is Corporate Cooperation?
10. Describe the pitfalls of Strategic Alliance.

PART – B

Answer any four questions

4 X 10 = 40

11. Discuss the different era of Globalization.
12. Write down the contemporary causes of Globalization.
13. Bring out the merits and demerits of Technological Environment.
14. State the challenges in Political Environment.
15. Explain the different levels of International Strategy.
16. Highlight the steps in developing International Strategy.
17. Describe the specialized entry modes for International Business.

PART - C

Answer any two questions

2 X 20 = 40

- 18 What is the scope of studying International Business?
- 19 Discuss the different types of International Environment.
- 20 How can we develop the International Strategies?
- 21 Elucidate the steps in implementing Strategic Alliance.

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