

I Semester M.Com. Degree Examination, May 2024
(CBCS)
(2020-21 and Onwards)
COMMERCE
Paper – 1.2 : International Business Environment

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** questions out of ten. **Each** question carries **two** marks. **(7×2=14)**

1. a) What is meant by Contract Manufacturing ?
- b) Give the meaning of Demographic Environment.
- c) What is Regional Integration Agreement ?
- d) Mention any four features of Quota Agreements.
- e) Expand (a) IIFCL, (b) FCCB.
- f) What are the importance of MNCs ?
- g) What is meant by Global Asset Protection ?
- h) What is meant by Neighboring Rights ?
- i) What is Global Sourcing ?
- j) What is GATT ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

2. Discuss the process of globalization.
3. What are the different types of Regional Integration ? Explain.
4. Write a note on ADB.
5. Explain the significance of foreign investments.
6. Describe the importance of Global Supply Chain Management.
7. Is ethics correlated to social responsibilities ? Justify your view.

P.T.O.



SECTION – C

Answer **any two** questions out of four. Each question carries **twelve** marks. (2×12=24)

8. Explain the regulatory framework of business environment in context of India.
9. Write a note on (i) SAPTA, (ii) WTO.
10. Describe the factors affecting global investment.
11. Explain the key factors contributing to a country's global competitiveness and how do they indicate the competitiveness advantage of nation ?

SECTION – D

Compulsory skill based question on subject/case study. (1×12=12)

12. XYZ Corporation, a multinational technology company, has long been a leader in its industry. With its products reaching millions of consumers worldwide, XYZ Corporation recognizes its significant impact on society and the environment. In response to this recognition, the company has developed a robust Corporate Social Responsibility (CSR) program, which includes a strong focus on philanthropy.

XYZ Corporation believes in the importance of giving back to the communities it serves and addressing pressing social issues. As part of its philanthropic efforts, the company has established partnerships with various nonprofit organizations and initiatives aimed at promoting education, environmental sustainability, and social equity.

One of XYZ Corporation's flagship philanthropic initiatives is its "Tech for Good" program, which aims to leverage technology to address societal challenges. Through this program, the company provides financial support, technology resources, and expertise to organizations working on projects related to education, healthcare, environmental conservation, and humanitarian aid.

Additionally, XYZ Corporation encourages its employees to volunteer their time and skills to support charitable causes. The company offers paid time off for volunteering and organizes employee-led initiatives such as mentorship programs, community clean-up events, and fundraising campaigns.



Furthermore, XYZ Corporation is committed to transparency and accountability in its philanthropic endeavors. The company regularly publishes reports detailing its CSR activities, including financial contributions, impact assessments, and stakeholder feedback.

Overall, XYZ Corporation views philanthropy not only as a moral obligation but also as a strategic investment in building a better future for society. By aligning its philanthropic efforts with its core values and business objectives, the company aims to create positive social change while also strengthening its reputation and long-term sustainability.

- a) Describe how XYZ Corporation demonstrates philanthropic responsibility by integrating charitable giving into its corporate strategy.
 - b) Explain how the corporate actively engaged with stakeholders to address societal needs.
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