



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

THIRD SEMESTER – APRIL 2018

16UBU3AL01- GLOBAL BUSINESS MANAGEMENT

Date: 03-05-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the questions:

(10 x 2 = 20)

1. What do you understand by globalization?
2. List out any three business activities.
3. Define Greenfield Strategy.
4. What is meant by totalitarianism?
5. Define the term “International business”.
6. What is joint venture?
7. Write a short note on FDI.
8. What are the components of corporate strategy?
9. Write the principles of international law.
10. What is meant by turnkey project?

PART – B

Answer any **FOUR** questions:

(4 X 10 = 40)

11. Discuss the different international orientations?
12. What are the components of an international strategy?
13. What is legal environment? Describe the different legal systems.
14. Discuss the levels of strategy that formulates strategic management.
15. Describe the scope of strategic alliances with relevant examples.
16. Describe the contemporary causes of globalization.
17. How are international disputes resolved?

PART – C

Answer any **TWO** questions:

(2 X 20 = 40)

18. Explain strategic alliance and bring out its benefits and pitfalls.
19. Elucidate the implications of technology on international business.
20. Discuss briefly the foreign market entry strategies.
21. Discuss in detail the types of political risks and strategies in managing political risks.

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