

SEAT NO: \_\_\_\_\_

No. of Printed Pages : 2

SARDAR PATEL UNIVERSITY  
M.COM. (CBCS) (SECOND SEMESTER)

FRIDAY, 29TH MARCH 2019.

10.00. A.M. TO 01.00 P.M.

COURSE TITLE: BUSINESS ENVIRONMENT-II  
(NEW COURSE)

COURSE CODE: PB02CCOM22

MAXIMUM MARKS: 70

1. FIGURES TO THE RIGHT INDICATE MARKS OF THE QUESTIONS.
2. EACH SECTION CARRY EQUAL MARKS.

**SECTION-I**

Q-1. Discuss the Historical Background of International Business. Discuss the influence of various External Factors on Important Decisions of International Business. (18)

OR

Q-1. Define the Concept of International Business Environment. Discuss the Significance of International Business Environment and the Strategic Decisions in the International Business. (18)

Q-2. Define International Investment. Discuss different Methods of making International Investment. Describe the Foreign Investment in India. (17)

OR

Q-2. Write a Detailed Note on the Importance of Foreign Investment, the growth of FDI and the Foreign Investment made by Indian Companies. (17)

**SECTION-II**

Q-3. Discuss in length the Multinational Corporation. What are the different Organizational Models of MNCs? How the MNCs are dominating the World Trade and state the Advantages and Disadvantages of MNCs. (18)

OR

Q-3. Write a Detailed Note on the Uruguay Round. Discuss in length the Salient Features of Uruguay Round. (18)

Q-4. What is International Commercial Terms? (INCOTERMS). Discuss in length the four INCOTERMS, Ex-Works, FOB, CIF and DDP. (17)

OR

Q-4. Write a Detailed Note on the Custom Union & Common Market, NAFTA and the European Union. (17)