

SHIVAJI COLLEGE, UNIVERSITY OF DELHI
DEPARTMENT OF COMMERCE
INTERNAL TEST (Academic Year 2023-24)

Name of the Course	: B. Com(P)	Semester	: IV
Name of the Paper	: International Business	Faculty Name	: Ms. Monika
Duration	: 1.5 Hour	Maximum Marks:	36
Date of Test	: 19/04/2024		

Attempt any 3 questions, All questions carry equal marks

Q1 Explain the key drivers of globalization and discuss how they have impacted international business. Provide examples to illustrate your answer.

Q2 Describe the different modes of entry available for companies seeking to expand internationally. Discuss the advantages and disadvantages of any three modes of entry.

Q3 Examine the role of cultural differences in international business. How can cultural intelligence and sensitivity improve a company's operations in foreign markets? Provide relevant examples.

Q4 Analyze the impact of government policies on international trade. Discuss how tariffs, quotas, and subsidies influence the decision-making process of multinational corporations.

Q5 Short note on

- A) Exchange rate risks in international business
- B) Ethical issues faced by multinational corporations in host countries

Faculty Signature:

Monika