



# ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

NAAC A GRADE • AFFILIATED TO BANGALORE UNIVERSITY • AICTE APPROVED • 2(F) & 12 (B) RECOGNITION OF UGC • ISO 9001:2015 CERTIFIED

Electronics City P.O, Bengaluru - 560 100, Karnataka, INDIA. • (+91) 8088140679 • [pro@sfscollge.in](mailto:pro@sfscollge.in) • [www.sfscollge.in](http://www.sfscollge.in)

## END SEMESTER EXAMINATION -APRIL 2025

### COMMERCE - I SEMESTER M.COM

### 24MCO12: INTERNATIONAL BUSINESS ENVIRONMENT

**Time: 3 Hours**

**Max.Marks: 70**

**Instructions:** Answer should be written completely in English

#### SECTION- A

1. Answer any SEVEN Questions. Each question carries TWO Marks.

(7X2=14)

- a. What is the role of MNCs in global business?
- b. Define the concept of technology transfer.
- c. What is the function of customs union?
- d. Define bilateral trade agreement.
- e. Write the external factors which influence the business environment.
- f. Mention any two factors affecting global investment.
- g. What are the key characteristics of MNCs?
- h. Explain the concept of Green Corporate Social Responsibility.
- i. What are the social responsibilities of multinational enterprises (MNEs)?
- j. What is the role of government in international trade?

#### SECTION -B

Answer any FOUR Questions. Each question carries FIVE Marks.

(4X5=20)

- 2. Discuss the benefit of regional trade agreement.
- 3. Write a note on Asian development bank.
- 4. Compare the roles of WTO and IMF in global trade.
- 5. Distinguish between 'Balance of Trade' and 'Balance of Payment'.
- 6. Evaluate the advantage and disadvantage of FDI.
- 7. Explain the concept of economic responsibility in multinational enterprises with suitable example.

## SECTION- C

Answer any TWO Questions. Each question carries TWELVE Marks.

(2X12=24)

8. Evaluate the impact of globalisation on international business operation.
9. Analysis the effects of SAARC, ASEAN, and EU, on international trade.
10. Compare the effectiveness of different international trade policies.
11. Evaluate the role of global human resources management in MNC success.

## SECTION-D

Compulsory skill based question on subject

(1X12=12)

12. Infosys, one of India's top IT service providers, aimed to expand its global footprint beyond traditional IT outsourcing. With rising competition from global players and changing customer expectations, Infosys shifted its focus towards digital transformation services like cloud computing, artificial intelligence, and cybersecurity.

Infosys strategically entered markets in North America, Europe, and Australia by establishing innovation hubs, collaborating with local universities, and investing in talent development. However, global expansion brought challenges such as strict data protection laws (like GDPR in Europe), skill shortages, and cultural differences in client interactions.

To address these, Infosys invested heavily in reskilling its workforce, localized its service offerings to comply with regional regulations, and focused on sustainability by providing eco-friendly data solutions. Through these measures, Infosys strengthened its global market position and transitioned from a traditional outsourcing company to a global digital transformation leader.

### Questions:

- a) What were the major reasons behind Infosys' global expansion?
- b) Identify the key challenges Infosys faced during its global digital transformation.
- c) How did Infosys use innovation and sustainability to gain a competitive advantage globally?
- d) Suggest additional strategies Infosys could implement to further enhance its global presence.
- e) What lessons can other Indian IT companies learn from Infosys' global expansion experience?

