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B.M.S. COLLEGE FOR WOMEN
BENGALURU -560004

I SEMESTER END EXAMINATION – APRIL - 2024

M.Com. - GLOBAL BUSINESS ENVIRONMENT
(CBCS Scheme – F+R)

Course Code: MCM101T
Duration: 3 Hours

QP Code:11012
Max. Marks: 70

SECTION – A

- 1. Answer any Seven Questions out of Ten. Each Question Carries Two Marks (7x2=14)**
- What do you mean by globalisation?
 - What is quota agreement?
 - What do you mean by Balance of Payment?
 - What is Culture?
 - Mention any two difference between Domestic HRM and IHRM.
 - Expand: (i) IPR (ii) TRIPs (iii) FII (iv) FDI
 - Name currencies of any 4 countries?
 - State the characteristic of Multi-lateral contracts.
 - List any 5 Transnational company.
 - What is philanthropic responsibility?

SECTION – B

- Answer any Four Questions out of Six. Each Question Carries Five Marks (4x5=20)**
- Multinational corporation and their involvement in global business has increased.
Explain the significance of global business.
 - Discuss the issues in foreign investment.
 - Briefly explain a) Common union
b) Political union
 - Describe the functions of UNCTAD.
 - Explain briefly the types of social responsibility.
 - Discuss the different environments influencing global business.

SECTION – C

Answer any Two Questions out of Four. Each Question Carries Twelve Marks (2x12=24)

8. Explain in detail the different modes of entry to globalisation.
9. How has WTO evolved from GATT? Explain the functions of WTO & its implication for India.
10. Write a note on Foreign Corrupt Practices Act.
11. Explain the issues in managing multiculturalism in global business with example.

SECTION – D

(Compulsory Skill-based Question on Subject / Paper)

Skill-based Question

(1x12=12)

12. The case “Amazon’s Private Label Brands: An Ethical Perspective” discusses the ethical implications surrounding the promotion of US-based multinational technology company Amazon.com, Inc. (Amazon) of Amazon Private Label (APL) products on its online marketplace. The case starts out with a brief look at– the world’s largest e-commerce platform’s launch of various APL products from the late 2000s. It then delves into the various controversies surrounding APL products through the years, such as counterfeiting, search result manipulation, data theft, and antitrust issues. This case presents Amazon’s perspective and gives an insight into the reasons that led it to adopt some of its allegedly controversial business practices. How can the company grow its APL business within the Amazon ecosystem, while ensuring fair competition, consumer choice, and transparent business practices?

Issues

The case is needed to analyze the suitable examples:

- Analyze the reasons that drive retailers to introduce private labels.
- Understand the ethical dilemmas confronting a large e-commerce platform when it promotes its private labels.
- Scrutinize the way monopolies raise antitrust concerns.
- Examine the role of transparency in building trust with various players in the e-commerce ecosystem.
- Conclude how ethical business practices can contribute to enhancing corporate reputation.