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# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi | Approved By BCI  
Bengaluru

## Even Semester Mid Term, March 2026

**Date: 13/03/2026**

**Time: 09:30 AM - 11:00 AM**

**Course Code: CBS2001**

**Course Name: International Business**

**Semester: Second Semester**

**Max. Marks: 50**

**Weightage: 50%**

CO - Levels	CO1	CO2
Marks	46	44

### PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Outline the drivers of globalization.	2	CO1	BT2
2	Summarize the importance of studying the global business environment.	2	CO1	BT2
3	Relate demographic factors to international market opportunities.	2	CO1	BT2
4	List any four export promotion councils.	2	CO2	BT2
5	Summarize the Ownership-Location-Internalization (OLI) Paradigm in international investment theory.	2	CO2	BT2

### PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Explain the features of international business and its importance in today's global economy.	10	CO1	BT2
7	Compare the scope of domestic business with international business.	10	CO1	BT2

### PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
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8	Interpret how political and regulatory environments influence international business operations.	10	CO1	BT2
9	Contrast emerging trends in international business with traditional trade practices.	10	CO1	BT2

**PART-D: Answer Any 1 Following Questions. 10 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
10	Illustrate DGFT and Customs roles in facilitating international trade	10	CO2	BT3
11	Solve a hypothetical case where an exporter faces high customs duties and foreign market entry barriers.	10	CO2	BT3

**PART-E: Answer Any 1 Following Questions. 10 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
12	Organize a strategic export plan incorporating Export Promotion Councils and FTP facilitation measures.	10	CO2	BT3
13	Utilize the OLI Paradigm to analyze a company's decision to invest in a foreign market.	10	CO2	BT3