Roll No										

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS

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 End Term Examination, May / June 2026		
Date: 25/05/2026		**Time: 09.30 AM - 12.30 PM**
Course Code: CBS2001	**Course Name: International Business**	
Semester: Second Semester	**Max. Marks: 100**	**Weightage: 50%**

CO - Levels	CO1	CO2	CO3	CO4
Marks	**36**	**36**	**36**	**72**

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	State the scope of International Business.	2	CO1	BT1
2	List the influence of demographic factors on international business.	2	CO1	BT1
3	Identify an appropriate promotional scheme (EPCG/Advance Authorization) for a manufacturing firm.	2	CO2	BT1
4	List the ways e-commerce enablement can improve export performance of a local enterprise.	2	CO2	BT1
5	State differences between GATT and GATS in the context of trade regulation.	2	CO3	BT1
6	Name the forms of regional economic integration.	2	CO3	BT1
7	Outline the factors influencing foreign investment decisions.	2	CO4	BT1
8	Name suitable export procedures for a firm entering foreign markets.	2	CO4	BT1
9	Define the impact of BOP deficits on an economy.	2	CO4	BT1
10	Mention the significance of TNCs in international business.	2	CO4	BT1

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Describe how cultural factors influence international business practices.	6	CO1	BT2
11.b	Discuss the concept of International Business by linking it with emerging global trends.	10	CO1	BT2

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12.a	Explain with examples the technological environment shaping global business.	6	CO1	BT2
12.b	Illustrate the impact of demographic changes on international business strategies.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
13.a	Apply the steps involved in utilizing DGFT services for export documentation.	6	CO2	BT3
13.b	Illustrate a detailed case application of the EPCG Scheme for a manufacturing firm.	10	CO2	BT3
14.a	Solve a case where a firm must choose between Advance Authorization and Duty Drawback schemes.	6	CO2	BT3
14.b	Demonstrate a market entry strategy using Internationalization Theory for a new exporter.	10	CO2	BT3

Part D: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
15.a	Examine the concept of common markets and economic unions with illustrations.	6	CO3	BT4
15.b	Analyze the impact of India’s trade policies on its global trade position.	10	CO3	BT4
16.a	Investigate India’s involvement in global trade organizations.	6	CO3	BT4
16.b	Break down the role of international trade organizations in shaping globalization.	10	CO3	BT4

Part E: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
17.a	Evaluate the trends in cross-border M&A activities.	6	CO4	BT5
17.b	Rate the effectiveness of India’s import-export procedures.	10	CO4	BT5
18.a	Prioritize the factors affecting foreign investment decisions.	6	CO4	BT5
18.b	Assess the role of BOP in shaping international trade policies.	10	CO4	BT5

Part F: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
19.a	Justify the role of export procedures in trade facilitation.	6	CO4	BT5

19.b	Evaluate the processes involved in cross-border M&A.	10	CO4	BT5
20.a	Appraise the decision-making process of firms entering international markets.	6	CO4	BT5
20.b	Explain the influence of foreign investments on economic development.	10	CO4	BT5