Registration Number:

Date & session:8-12-2022 (1PM)

**ST. JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & session:

**MCOM – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**MCO7320- International Business**

**Time: 2 Hours Max Marks: 50**

**This paper contains one printed page and three parts**

**Section A**

I. Answer any **five** of the following  **(5 X 2 = 10 marks)**

1. State two differences between domestic trade and international trade.
2. Give four reasons for De-globalisation.
3. What is meant by Competitors Intelligence?
4. Define Globalization.
5. What is global outsourcing?
6. Give the meaning of Regiocentric approach.

**Section B**

II. Answer any **two** of the following **(2 x 15 = 30 marks)**

1. Explain the various sources of information for International Marketing Intelligence.
2. Describe the modes of entry into International Business.
3. Explore the importance of globalization in Indian economy and drivers of globalization.

**Section C**

III. Answer the following  **(1 X 10 = 10 marks)**

1. Mr Nitesh was having his own leather business in India for a long period of time. As he has found himself a very prominent position in business at national level. His business mentor Mr Kiran adviced him to enter into international business. State the reasons for Internationalization of business.