



I Semester M.Com. Examination, January 2017  
(CBCS)  
COMMERCE  
Paper – 1.2 : International Business

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** sub-questions. **Each** question carries **two** marks : (7×2=14)
- a) What is a transnational company ?
  - b) Who are called as repatriates ?
  - c) What is international financial accounting ?
  - d) What is NAFTA ?
  - e) Mention the countries which are under the influence of US accounting system.
  - f) What is benchmarking in global competitiveness ?
  - g) What is Forex management ?
  - h) What is green field investment by FDI ?
  - i) What do you mean by vertical integration ?
  - j) What is strategic management ?

SECTION – B

- Answer **any four** questions. **Each** question carries **five** marks : (4×5=20)
- 2. Compare and contrast domestic HRM and IHRM.
  - 3. Discuss the various benefits derived from International Marketing.
  - 4. What are the reasons for the existence of national differences in accounting practices ?
  - 5. What is mercantalism ? How does it explain cross-border business transactions ?
  - 6. Discuss the objectives and functions of WTO.
  - 7. Explain the role of NAFTA in promoting trade among its member countries.

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SECTION – C

Answer any three questions. Each question carries twelve marks : (3×12=36)

8. Discuss the various modes of entering into international business.
  9. What selection criteria are most important in choosing people for an overseas assignment ? Identify and describe the factors that you consider to be the most important.
  10. 'Brand name is an important marketing tool for international business' – Comment.
  11. "The most striking influence of technology is found on society". Elucidate and highlight the implication of this statement on international business.
  12. What is technology transfer ? Discuss how the host countries and the home countries react to technology transfers.
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