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?

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 mercantilism? 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.
SECTION – C

Answer any three questions. Each question carries twelve marks: \( \text{(3x12=36)} \)

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.