



PG – 752

I Semester M.Com. Examination, January 2015  
(CBCS)  
Commerce  
Paper 1.2 : INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. (7×2=14)
- Give the meaning of a global company.
  - What do you mean by foreign exchange risk ?
  - What do you mean by polycentric approach ?
  - Give the meaning of green field strategy.
  - What is vertical integration ?
  - State the meaning of Euro currency market.
  - Define a letter of credit.
  - Give the meaning of Tariff barriers.
  - Who is an expatriate ?
  - What do you mean by MFN treatment ?

SECTION – B

- Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)
- Explain the peculiarities of global strategic management.
  - Explain the consequences of differences in accounting standards.
  - Bring out the reasons for globalization of production.

P.T.O.



5. Explain the theory of absolute advantage.
6. Write a note on SAARC and its integration with other countries.
7. Discuss the implications of European Union on world trade.

SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks. (3×12=36)

8. Explain the different factors of international business.
  9. Describe the factors influencing international logistic management.
  10. Discuss the strategic role of international human resource management.
  11. Explain the benefits and shortcomings of international strategic alliance.
  12. Explain the various promotional strategies adopted by multinational companies.
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PG – 879

I Semester M.Com. Examination, January 2016  
(CBCS)  
Commerce  
Paper – 1.2 : INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer any seven sub-questions. Each sub-question carries two marks. (7×2=14)
- Define International Business.
  - What do you mean by International Strategic Management ?
  - Give the meaning of International Human Resource Management.
  - What do you mean by Vertical Integration ?
  - List out the member countries of SAARC.
  - What is International Financial Accounting ?
  - What is a Transnational Company ?
  - Mention the drivers of International business.
  - Who are called the Expatriates ?
  - List out the advantages of Expat training.

SECTION – B

Answer any four questions. Each question carries five marks. (4×5=20)

- Explain the drivers of international business.
- Explain the process of International Strategic Management.
- What are the benefits of international marketing ?
- What are the pitfalls of strategic alliances ?

P.T.O.



6. What do you mean by expat failures and bring out the ways to avoid expat failures ?
7. Compare the domestic financial management and international financial management.

SECTION - C

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

8. Write a note on :
    - a) Mercantilism Theory
    - b) Theory of Absolute Advantage
    - c) Theory of Comparative Advantage.
  9. Explain the functions of WTO and its implication for India.
  10. Write a note on the strategic issues involved in International operations management.
  11. Explain the major activities involved in international marketing.
  12. Explain briefly the factors affecting the organizational design for International business.
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