



**I Semester M.Com. Degree Examination, January/February 2018
(CBCS Scheme)
COMMERCE**

Paper – 1.2 : International Business

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions. **Each** question carries **two** marks. **(7×2=14)**
- Define International Business.
 - State the objectives of WTO.
 - Define International Financial Management.
 - What is Strategic Alliance ?
 - Mention any 4 challenges of Internal Business.
 - Who is a Repatriate ?
 - What is Mercantilism ?
 - What is International Financial Accounting ?
 - What do you mean by Dumping ?
 - What is Vertical Integration ?

SECTION – B

- Answer **any four** questions. **Each** question carries **five** marks. **(4×5=20)**
- Explain the strategic issues involved in Operations Management.
 - What is FDI ? Explain the factors that influence FDI.
 - Describe the International Strategic Management Process.
 - How do International Businesses seek to minimize Foreign Exchange Risk ?
 - Describe briefly :
 - Letter of credit
 - Consular Invoice.

P.T.O.



7. Write a note on :
- a) NAFTA
 - b) SAARC.

SECTION – C

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

- 8. What is MNC ? Which is more important for MNC, Self-interest or Host Government's economic interest ? Discuss.
 - 9. How do the theories of absolute advantage and comparative advantage differ from each other ?
 - 10. Enumerate the regularity and professional bodies associated with harmonization of accounting standards ?
 - 11. Bring out the major factors associated with appraisal of expatriate managerial performance.
 - 12. What is International Marketing Mix ? Bring out the distribution strategies of an International business.
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