1 Semester M.Com. Examination, February 2019
(CBCS Scheme)
COMMERCE
1.2: International Business

Time: 3 Hours
Max. Marks: 70

Instruction: Answer all Sections.

SECTION – A

1. Answer any seven of the following, each question carries 2 marks. (7x2=14)
   a) State the two advantages of theory of Absolute advantage.
   b) What is a bill of lading?
   c) What are commodity agreements?
   d) What is technology transfer?
   e) Define Counter trade.
   f) Define Regional Economic Integration.
   g) What do you understand by Regional Trade Block?
   h) What is turnkey project?
   i) What are intellectual properties?
   j) State the benefits of International trade block.

SECTION – B

Answer any four of the following, each question carries five marks. (4x5=20)

2. Examine the trends in the direction of India's exports and imports.
3. Write a note on mercantilism.
4. Distinguish between IHRM and Domestic HRM.
5. Describe the sectoral trends in FDI.
7. Write a note on devaluation and its effects on international Business.
SECTION – C

Answer any 3 of the following. Each question carries twelve marks. \(3 \times 12 = 36\)

8. What are the factors influencing the environment of International Business? Explain with reference to Indian context.

9. Explain the process of International strategic management.

10. What is Foreign Exchange Risk? How to manage it?

11. Explain the role of 7 P's in a Multinational Organisation.

12. What are Regional trading blocks? Write note's on various regional trading blocks.