



PG – 566

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)
- What is a transnational company ?
  - Who are called as repatriates ?
  - What is international financial accounting ?
  - What is NAFTA ?
  - Mention the countries which are under the influence of US accounting system.
  - What is benchmarking in global competitiveness ?
  - What is Forex management ?
  - What is green field investment by FDI ?
  - What do you mean by vertical integration ?
  - What is strategic management ?

SECTION – B

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

P.T.O.



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 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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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.

**SECTION – B**

(4×5=20)

1. Explain the drivers of international business.
2. Explain the process of international strategic management.
3. What are the benefits of international marketing ?
4. What are the factors of strategic alliances ?



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. **(3x12=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.