



60552

560

**I 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. **(7×2=14)**
- State the two advantages of theory of Absolute advantage.
  - What is a bill of lading ?
  - What are commodity agreements ?
  - What is technology transfer ?
  - Define Counter trade.
  - Define Regional Economic Integration.
  - What do you understand by Regional Trade Block ?
  - What is turnkey project ?
  - What are intellectual properties ?
  - State the benefits of International trade block.

**SECTION – B**

- Answer **any four** of the following, **each** question carries **five** marks. **(4×5=20)**
- Examine the trends in the direction of Indias exports and imports.
  - Write a note on mercantilism.
  - Distinguish between IHRM and Domestic HRM.
  - Describe the sectoral trends in FDI.
  - Write a note on theory of comparative advantage.
  - Write a note on devaluation and its effects on international Business.

P.T.O.

60552



SECTION – C

Answer any 3 of the following. Each question carries twelve marks. (3×12=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.

- 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 turkey 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. (4×5=20)

1. Examine the trends in the direction of India's exports and imports.
2. Write a note on mercantilism.
3. Distinguish between IHRM and Domestic HRM.
4. Describe the sectoral trends in FDI.
5. Write a note on theory of comparative advantage.
6. Write a note on devaluation and its effects on International Business.



PG – 735

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. **(3x12=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.



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.



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)**

- a) Define International Business.
- b) What do you mean by International Strategic Management ?
- c) Give the meaning of International Human Resource Management.
- d) What do you mean by Vertical Integration ?
- e) List out the member countries of SAARC.
- f) What is International Financial Accounting ?
- g) What is a Transnational Company ?
- h) Mention the drivers of International business.
- i) Who are called the Expatriates ?
- j) List out the advantages of Expat training.

**SECTION – B**

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

2. Explain the drivers of international business.
3. Explain the process of International Strategic Management.
4. What are the benefits of international marketing ?
5. 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)





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.

PG – 752



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.