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

Time: 3 Hours Max. Marks: 70

SECTION - A

- Answer any seven questions out of ten. Each question carries two marks. (7x2=14)
 - a) Give the meaning of a global company.
 - b) What do you mean by foreign exchange risk?
 - c) What do you mean by polycentric approach?
 - d) Give the meaning of green field strategy.
 - e) What is vertical integration?
 - f) State the meaning of Euro currency market.
 - g) Define a letter of credit.
 - h) Give the meaning of Tariff barriers.
 - i) Who is an expatriate ?
 - j) What do you mean by MFN treatment?

SECTION - B

Answer any four questions out of six. Each question carries five marks. (4x5=20)

- 2. Explain the peculiarities of global strategic management.
- Explain the consequences of differences in accounting standards.
- 4. Bring out the reasons for globalization of production.

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- 5. Explain the theory of absolute advantage.
- 6. Write a note on SAARC and its integration with other countries.
- 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.
- Describe the factors influencing international logistic management.
- 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.