



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 ?

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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.
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