



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. **(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.

BMSCW

---