



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. **(3×12=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.
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