



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)**

- a) Define International Business.
- b) State the objectives of WTO.
- c) Define International Financial Management.
- d) What is Strategic Alliance ?
- e) Mention any 4 challenges of Internal Business.
- f) Who is a Repatriate ?
- g) What is Mercantilism ?
- h) What is International Financial Accounting ?
- i) What do you mean by Dumping ?
- j) What is Vertical Integration ?

SECTION – B

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

2. Explain the strategic issues involved in Operations Management.
3. What is FDI ? Explain the factors that influence FDI.
4. Describe the International Strategic Management Process.
5. How do International Businesses seek to minimize Foreign Exchange Risk ?
6. Describe briefly :
 - a) Letter of credit
 - b) Consular Invoice.



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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