



UN – 372

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III Semester B.Com. Examination, November/December 2015  
(Semester Scheme) (Prior to 2013-14) (Repeater)

COMMERCE

(100 – 2012-13 Only)

(90 – Prior to 2012-13)

Paper – 3.5 : International Business Environment

Time : 3 Hours

Max. Marks : 90/100

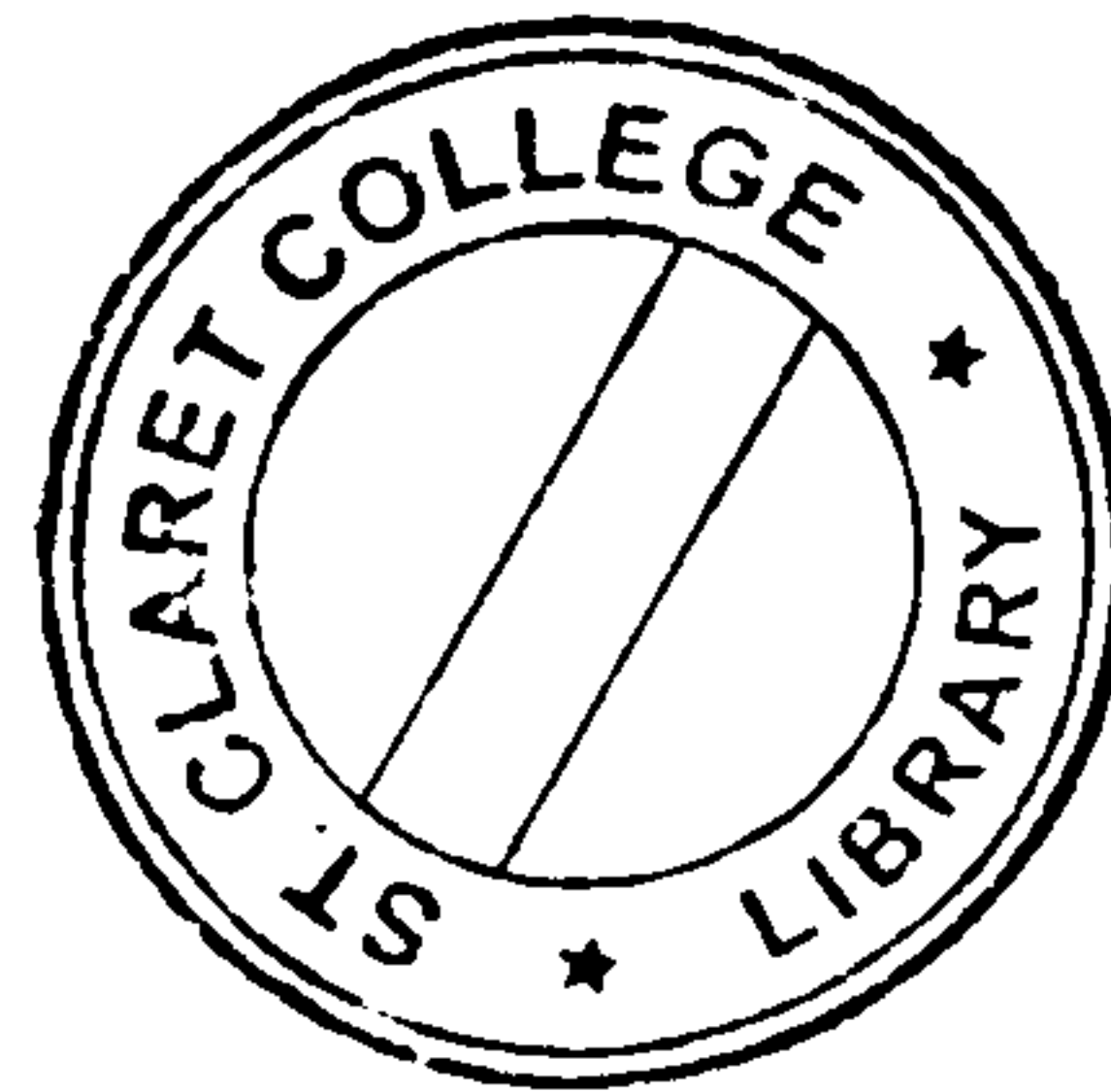
- Instructions :** 1) Answer either in **Kannada** or in **English**.  
2) Section '**D**' is **compulsory** for students answering for **100** marks for students of **2012-13** and onwards.  
3) **90** marks for repeater students prior to **2012-13**.

SECTION – A

Answer **any ten** questions. **Each** question carries **2** marks.

(10×2=20)

1. a) Define international business environment.
- b) What is multinational company ?
- c) What is GATT ?
- d) Mention any two training techniques.
- e) State any two objectives of EEC.
- f) Define Human Resource Development.
- g) What is franchising ?
- h) Expand NAFTA.
- i) Define product.
- j) What is futures ?
- k) What is meant by International Joint Venture ?
- l) Define foreign exchange.



P.T.O.



## SECTION – B

Answer **any five** questions. **Each** question carries **five** marks.

(5×5=25)

2. State the importance of political environment in international trade.
3. What are the advantages of MNC's ?
4. Write a note on UNCTAD.
5. What is dumping ? Mention different type of dumping.
6. Write a note on cross-cultural training.
7. What are the objectives of SAARC ?
8. Briefly explain the characteristic features of international business.

## SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks.

(3×15=45)

9. Explain the important factors affecting international business.
10. Explain the objectives and functions of I.M.F.
11. What are the merits and demerits of global selection process ?
12. Explain the life cycle of a global product.
13. Discuss the implications of WTO for developing countries with special reference to India.

## SECTION – D

Answer the following **compulsory** question for **2012-13** batch.

(1×10=10)

14. What is forex market ? Briefly explain the functions forex market.