

III Semester B.Com. Examination, November/December 2017  
(Semester Scheme) (Prior to 2013-14) (Repeaters)

COMMERCE

3.5 : International Business Environment

Time : 3 Hours

Max. Marks : 100

**Instruction :** Answer either in **Kannada** or in **English**.

SECTION – A

Answer **any 10** questions. **Each** question carries **2** marks :

(10×2=20)

1. a) What is a joint venture ?
- b) What are trade barriers ?
- c) Give the meaning of capital account convertibility.
- d) What is a virtual organisation structure ?
- e) What is environmental diagnosis ?
- f) What is NAFTA ?
- g) Give the meaning of technology transfer.
- h) What is a global corporation ?
- i) What is foreign exchange ?
- j) What is ethnocentric approach ?
- k) What are business ethics ?
- l) What are mergers ?

SECTION – B

Answer **any 5** questions. **Each** question carries **5** marks :

(5×5=25)

2. Write a note on convertibility of the rupee on current account.
3. What are the operating characteristics of MNC's ?
4. Discuss the functions of WTO.
5. Briefly explain the economic environment of business.
6. Explain in brief the features of polycentric approach.

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7. Explain in brief the modern techniques and sources of recruitment for global companies.
8. Explain the promotion mix in international marketing.

### SECTION - C

Answer **any 3** questions. **Each** question carries **15** marks :

(3×15=45)

9. Explain the stages of International product life cycle.
10. What is world bank ? Explain its various functions.
11. Explain the nature, structure and functions of foreign exchange market.
12. Bringout the advantages and disadvantages of MNC's.
13. Explain the goals of International business.

### SECTION - D

14. What is International promotion ? Explain the problems involved in International promotion.

(1×10=10)

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ವಿಭಾಗ - ಎ

ಯಾವುದಾದರೂ ಹತ್ತು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿರಿ. ಪ್ರತಿ ಪ್ರಶ್ನೆಗೆ ಎರಡು ಅಂಕಗಳು:

(10×2=20)

1. a) ಜಂಟಿ ಸಹಭಾಗಿತ್ವ ಎಂದರೇನು ?
- b) ವ್ಯವಹಾರದ ತಡೆಗಳು ಎಂದರೇನು ?
- c) ಬಂಡವಾಳ ಖಾತೆ ಪರಿವರ್ತನೆಯ ಅರ್ಥವನ್ನು ನೀಡಿ.
- d) ವಾಸ್ತವ ಸಂಸ್ಥೆಯ ರಚನೆ ಎಂದರೇನು ?
- e) ಪರಿಸರದ ಪರಿಶೀಲಿಸುವಿಕೆ ಎಂದರೇನು ?
- f) NAFTA ಎಂದರೇನು ?
- g) ತಂತ್ರಜ್ಞಾನದ ವರ್ಗಾಯಿಸುವಿಕೆ ಎಂದರೇನು ?
- h) ಜಾಗತಿಕ ನಿಗಮಗಳು ಎಂದರೇನು ?
- i) ವಿದೇಶಿ ವಿನಿಮಯ ಎಂದರೇನು ?