



SN – 598

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III Semester B.Com. Examination, Nov./Dec. 2014  
(Prior to 2013-14) (Repeaters)

COMMERCE

3.5 : International Business Environment

100 – 2012-13 Only

90 – Prior to 2012-13

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.

SECTION – A

Answer **any ten** questions. **Each** carries **two** marks.

(10×2=20)

1. a) Define a multinational company.
- b) What is multiple brand strategy ?
- c) Give the meaning of free trade.
- d) State the currencies of :
  - 1) U.K.
  - 2) U.S.A.
- e) What is International Business ?
- f) What is Economic Environment ?
- g) What is Forex market ?
- h) What is a Regional Trading Block ?
  - i) Expand ASEAN.
  - j) Who are arbitrageurs ?
- k) What is conciliation ?
- l) What is single brand ?

P.T.O.



## SECTION – B

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

(5×5=25)

2. Write a note on cross-cultural training.
3. What are the objectives of E.E.C. ?
4. State the role of MNC's in developing countries.
5. Mention the four fundamental systems of law in existence.
6. State the arguments in favour of Fixed Exchange Rate.
7. State the different forms of F.D.I.
8. Write a note on Franchising.

## SECTION – C

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

(3×15=45)

9. Explain the global selection process.
10. What are the objectives and principles of SAARC ?
11. Explain clearly the objectives and functions of I.M.F.
12. What are the advantages of International Business ?
13. What are the advantages of training and development in H.R.D. ? State the problems in training and development.

## SECTION – D

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

(1×10=10)

14. State any 10 MNC's in India.