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SN – 479

**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 ?