



PJ – 521

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I Semester M.Com. Examination, January/February 2019

(CBCS)

COMMERCE

Paper – 1.2 : International Business

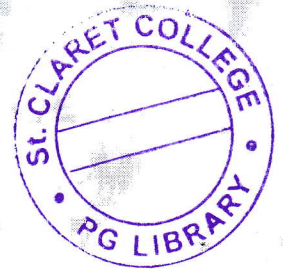
Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer any seven of the following. Each sub-question carries two marks. (7×2=14)

- What is a Global Company ?
- What is International Franchising ?
- What do you mean by Vertical Integration ?
- What is Double Taxation Avoidance Agreement (DTAA) ?
- Define a Letter of Credit.
- Who are called as Expatriates ?
- What do you mean by Tariff Barriers ?
- What are ADRs and SDRs ?
- State the Drivers of International Business.
- Expand SAARC and NAFTA.



SECTION – B

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

- Explain the recent trends in International trade.
- Explain how Strategic management is crucial to International Business.
- Discuss the various issues involved in compensation and performance appraisal of expatriate staff.
- Explain the Michael Porter's "Competitive Advantage Theory" of International Trade.
- What are the different strategies adopted by firms for globalization ?
- What is Regional Trading Blocks ? State the different types of Regional Trading blocks.

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SECTION – C

Answer any three questions. Each question carries twelve marks. (3×12=36)

8. Describe the political, social, economic, technological and legal factors of International business environment. How do these factors affect a new company which is planning to enter the international market ?
 9. Explain the characteristics of MNC's. How are they different from domestic companies ? How do MNC's take advantage in an emerging economy like India ?
 10. Explain the concept of technology transfer and technology adoption in the context of 'International Business'.
 11. Explain the role of WTO in Globalization.
 12. What are the different modes of entry and operation in International Business ? Give suitable examples.
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