PG – 566

I Semester M.Com. Examination, January 2017
(CBCS)
COMMERCE
Paper – 1.2 : International Business

Time : 3 Hours | Max. Marks : 70

SECTION – A

1. Answer **any seven** sub-questions. **Each** question carries **two** marks : **(7×2=14)**
   a) What is a transnational company ?
   b) Who are called as repatriates ?
   c) What is international financial accounting ?
   d) What is NAFTA ?
   e) Mention the countries which are under the influence of US accounting system.
   f) What is benchmarking in global competitiveness ?
   g) What is Forex management ?
   h) What is green field investment by FDI ?
   i) What do you mean by vertical integration ?
   j) What is strategic management ?

SECTION – B

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

2. Compare and contrast domestic HRM and IHRM.
3. Discuss the various benefits derived from International Marketing.
4. What are the reasons for the existence of national differences in accounting practices ?
5. What is mercantalism ? How does it explain cross-border business transactions ?
6. Discuss the objectives and functions of WTO.
7. Explain the role of NAFTA in promoting trade among its member countries.

SECTION – C

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

8. Discuss the various modes of entering into international business.
9. What selection criteria are most important in choosing people for an overseas assignment ? Identify and describe the factors that you consider to the most important.
10. 'Brand name is an important marketing tool for international business' – Comment.
11. "The most striking influence of technology is found on society". Elucidate and highlight the implication of this statement on international business.
12. What is technology transfer ? Discuss how the host countries and the home countries react to technology transfers.