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Nagarjuna Degree College
38/36, Ramagondanahalli,
Yelahanka Hobli,
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Reg. No.

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I Semester M.Com. Degree Examination, August - 2021

COMMERCE

International Business

(CBCS Scheme)

Paper : 1.2

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any **Seven** of the following. Each question carries **2** marks.

(7×2=14)

1. a) Name two drivers of International Business.
- b) Bring out four differences between Domestic business and International business.
- c) What is Mercantilism?
- d) Give the meaning of Strategic Management.
- e) Who is a Repatriate?
- f) What is Vertical Integration?
- g) What do you mean by Harmonization of Financial Accounts?
- h) Give the meaning of Balance of Payment.
- i) Give the meaning of Tariff Barriers.
- j) Expand ASEAN and SAARC.

SECTION - B

Answer any **Four** of the following. Each question carries **Five** marks.

(4×5=20)

2. Briefly discuss the theory of absolute advantage.
3. Write a note on routes of globalization.
4. Distinguish between IHRM and domestic HRM.
5. What is FDI? Explain the factors that influence FDI?
6. What are the different strategies adopted by firms for globalization?
7. Discuss the objectives and functions of WTO.

[P.T.O.]

**SECTION - C**

Answer any **Three** of the following. Each question carries **Twelve** marks. (3×12=36)

8. How do political, economic, social, technological and legal factors (PESTLE Analysis) affect a new company which is planning to enter into an International market?
 9. What are the different modes of entry and operation in International Business? Give suitable examples.
 10. Write a note on the various benefits and complexities faced by a producer in international Marketing.
 11. Elucidate the major factors associated with appraisal of expatriate managerial performance.
 12. What are Regional Trading blocks? Write notes on various regional trading blocks.
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