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Reg. No. :

Code No. : 7525

Sub. Code : ZKCM 15

M.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2023.

First Semester

Commerce — Core

INTERNATIONAL BUSINESS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. International business does not result in the following
 - (a) Innovation is encouraged
 - (b) International co-operation is encouraged
 - (c) Imports are rendered cheap
 - (d) Consumption is minimized

6. The components of a balance of payment account are
 - (a) Capital account
 - (b) Current account
 - (c) Both (a) and (b)
 - (d) None of the above

7. Financial management process deals with
 - (a) Investment
 - (b) Financing decisions
 - (c) Both (a) and (b)
 - (d) None of the above

8. _____ refers to the investment in a foreign country where the investor retain control over the investment.
 - (a) FDI
 - (b) FII
 - (c) Portfolio investment
 - (d) Investment in GDR

9. A _____ is the set of planned activities designed to result in a profit in a market place
 - (a) Business model
 - (b) Profit model
 - (c) Business plan
 - (d) Revenue model

2. By entering into international business, a firm expects improvement in
 - (a) Marketing
 - (b) All spheres of marketing, operation and finance simultaneously
 - (c) Any or all spheres of marketing, operation and finance
 - (d) Finance only

3. Who was the predecessor of WTO
 - (a) GATT
 - (b) GAAT
 - (c) ITO
 - (d) UNCTAD

4. Expand TRIPs
 - (a) Trade relates aspects of investment property
 - (b) Trade related aspects of intellectual property rights
 - (c) Tariff related aspects of international property rights
 - (d) None of the above

5. IBRD also known as
 - (a) Exim bank
 - (b) World bank
 - (c) International monetary fund
 - (d) International bank

10. In supply chain management, after planning, the next step involves
 - (a) Developing
 - (b) Building a strong relationship with suppliers
 - (c) Sourcing
 - (d) All of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the approaches to international business?

Or

(b) What are the international operation management?

12. (a) What are the some examples of violations of intellectual property?

Or

(b) Why intellectual property should be protected?

13. (a) What are the limitations of MNC?

Or

(b) Short note on current account

14. (a) Explain the nature of Human Resource Management.

Or

(b) What are the responsibilities of Human Resource Managers?

15. (a) Explain the scope of international logistics.

Or

(b) What are the product strategies?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) What are the advantages of international business?

Or

(b) What is meant by cultural environment? Explain factors influencing the international business.

17. (a) Briefly discuss the registering and enforcing intellectual property rights in India.

Or

(b) Explain the categories of trade related intellectual property rights.

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18. (a) Explain the role of Multinational Corporation.

Or

(b) Briefly discuss the cultural diversity : Impact on Multinational businesses.

19. (a) What are the process of collaborative strategies?

Or

(b) Explain the scope of Human Resource Management.

20. (a) What are the objectives of international logistics?

Or

(b) What are the recent developments in international business?

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