

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

First Semester

Commerce — Core

INTERNATIONAL BUSINESS

(For those who joined in July 2021-2022 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

- The _____ company produces, markets, invests and operates across the world.
 - Global
 - International
 - Transnational
 - Multinational

- The WTO was established to implement the final act of Uruguay Round agreement f _____.
 - MFA
 - GATT
 - TRIPS
 - UNO
- Capitalistic, communistic and mixed are the types of _____.
 - Economic system
 - Social system
 - Cultural attitudes
 - Political system
- Creators can be given the right to prevent others from using their inventions, designs or other creations is known as _____.
 - TRIMs
 - TRIPs
 - IPRs
 - GAAT
- _____ is known a neo-liberalism.
 - Globalisation
 - Liberalisation
 - Privatisation
 - None of the above
- _____ plays a vital role in running the business enterprise.
 - Customers
 - Labour
 - Product
 - Competition

- _____ is the foundation of culture.
 - Language
 - Customs
 - Education
 - Religion
- Globalisation has improved in the living structure of _____.
 - All the people
 - Workers in developing countries
 - People in developed countries
 - None of the above
- International finance mainly discusses the issues related with monetary interactions of at least _____.
 - One country
 - Two or more countries
 - Five countries
 - None of the above
- More expansion of foreign direct investment can boost _____.
 - Money circulation
 - Demand
 - Employment
 - Unemployment.

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

- (a) Outline the characteristics of International Business.

Or

 (b) Produce the meaning and advantages of International Business Environment.
- (a) Write a note on TRIMS.

Or

 (b) Explain the concept of scanning for Alternative Influential Variable.
- (a) Bring out the merits of MNES.

Or

 (b) Explain the Economic Impact of the MNE.
- (a) Explain the Economic Exposure of Foreign Exchange Rates.

Or

 (b) Write a short note on Human Resource Management.

15. (a) Explain the types of International Business Intelligence.

Or

(b) What are the functions of Global Supply Chain Management?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the nature and scope of International Business.

Or

(b) What is business environment? Explain the different factors of international business environment.

17. (a) Explain the significant features of TRIMs.

Or

(b) Explain the role of India in WTO and WTO's role in Indian socio-economic development.

18. (a) Explain the characteristics of a multinational enterprise.

Or

(b) What is multinational enterprise and its impact to the economy?

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19. (a) Explain the functions of international financial management.

Or

(b) What are the advantages and disadvantages of Foreign Direct Investments?

20. (a) Explain the types of E-business strategy.

Or

(b) Explain the trends shaping the future of supply chain management.

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