

(6 pages)

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M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

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. Which of the following is not cultural factor?
(a) Language (b) Income
(c) Beliefs (d) Customs
2. What is the term used when a company exports services or goods to other countries?
(a) National Business
(b) Globalization
(c) International Business
(d) Legal Framework

3. This is only a legal agreement and it is not an institution, but _____ is a permanent institution.

- (a) GATT, WTO
- (b) WTO, GATT
- (c) WTO, IMF
- (d) IMF, GATT

4. TRIPS Council is for

- (a) Goods council
- (b) The council for trade-related aspects of IPR
- (c) Services council
- (d) Both (a) and (c)

5. Which of the following is the best example of a multinational enterprise?

- (a) A large pharmaceutical Company
- (b) A local health Company
- (c) A British Rail Company
- (d) The US post office.



6. Which of the following is an EU MNE?
- (a) Zara
 - (b) Canon
 - (c) Levi-Strauss
 - (d) Macintosh
7. _____ refers to the sale of goods to a Foreign Country.
- (a) Foreign Trade (b) Export Trade
 - (c) Import Trade (d) Exim Trade
8. Foreign Trade is an Exchange of Capital goods and services across _____ borders or territories.
- (a) International (b) National
 - (c) Intranational (d) Both (a) and (c)
9. Which one is an example of an internet portal?
- (a) E-bay
 - (b) Yahoo
 - (c) Amazon
 - (d) Facebook

10. _____ Companies are registered in one country, doing business in others.
- (a) Transnational (b) Multinational
 - (c) Off-shore (d) International

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Describe the features of International Business.

Or

- (b) How does cultural environment affect International Business?

12. (a) What are the components of International Trading Environment?

Or

- (b) State the main functions of WTO.

13. (a) Give an example of Multinational Enterprises.

Or

- (b) Explain the characteristics of MNE.



14. (a) What are the differences between Domestic Trade and International Trade?

Or

- (b) Why Foreign Exchange rate is important?

15. (a) Discuss the designing organizations factors for International Business Environment.

Or

- (b) Illustrate the major components of E-business strategy?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Criticize the factors of international business environment.

Or

- (b) State the five important modes of entry into international business.

17. (a) Describe the importance of TRIPS.

Or

- (b) Explain the role of WTO in IPR.

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18. (a) Briefly explain the nature of MNCs.

Or

- (b) What is balance of payment? What are the causes for disequilibrium in balance of payment in India.

19. (a) Classify the different strategies adopted by firms for Globalization?

Or

- (b) Distinguish between International HRM and Domestic HRM.

20. (a) Explain the components of comprehensive International Supply Chain Strategy.

Or

- (b) Discuss the recent developments International Business.

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