

Code No. : 5525

Sub. Code : ZKCM 15

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

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

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.

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.

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.