

(6 pages)

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M.Com (CBCS) DEGREE EXAMINATION,
NOVEMBER 2021

First Semester

COMMERCE - CORE

INTERNATIONAL BUSINESS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — ($10 \times 1 = 10$ marks)

Answer ALL questions.

Choose the correct answer :

1. Ultimately _____ was replaced by the
_____ on 1st Jan 1995.

(a) GATS, WTO

(b) WTO, GATT

(c) GATT, WTO

(d) IMF, GATT

2. International business has recently grown at such a rapid pace because of _____
- (a) All commercial transactions between two or more countries
 - (b) Private, but not governmental, commercial transactions between two or more countries
 - (c) governmental, but not private commercial transactions between two or more countries
 - (d) only commercial transactions between two or more countries that are entered for the purpose of making a profit
3. Which of the following is not an objective of operations management?
- (a) Customer satisfaction
 - (b) Profitability
 - (c) Timeliness
 - (d) Employee punishment
4. Expand TRIMs _____
- (a) Tariff related investment measures
 - (b) Trade related institutions measuring
 - (c) Trade related investment measures
 - (d) None of the above

5. The measurement of balance of payments deficit is based on _____
- (a) Autonomous transactions
 - (b) Accommodating transactions
 - (c) Current account transactions
 - (d) Capital account transactions
6. Which is not an Indian multinational company?
- (a) Unilever (b) Asian paints
 - (c) Piramal (d) Wipro
7. The essential feature of FDI is _____
- (a) Investment of very high value
 - (b) Investment in shares
 - (c) Investor's influence on the management of the enterprise
 - (d) Investment of low value
8. The impact of foreign exchange rate on firm is called as _____
- (a) Operating Exposure
 - (b) Transaction exposure
 - (c) Translation exposure
 - (d) Business risk

9. Which of the following areas are affected by BI?
- (a) Revenue
 - (b) CRM
 - (c) Sales
 - (d) All of the mentioned
10. An organization embarks on an international product strategy depending on a decision on a number of factors, which include _____
- (a) The overall market objectives
 - (b) Market and customer expectations
 - (c) Marketing mix support
 - (d) All of the above

PART B — ($5 \times 5 = 25$ marks)

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

Each answer should not exceed 250 words.

11. (a) What are the international business strategy?

Or

- (b) What are the impact of economic environment on international business?

12. (a) What is meant by TRIM? Explain the features of TRIM.

Or

- (b) What are the basic functioning principles of WTO that have an impact on the problems of standardization?

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

Or

(b) Why is Balance of Payment (BOP) vital for a country?

14. (a) What do mean by Foreign exchange?

Or

(b) What are the Types of foreign direct investment?

15. (a) What are the key characteristics of an e-business strategy model?

Or

(b) Difference between Logistics and supply chain management?

PART C — ($5 \times 8 = 40$ marks)

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

Each answer should not exceed 600 words.

16. (a) What are the difference between domestic and international business?

Or

(b) What are the means of engaging in international business?

17. (a) What Are the Types of Intellectual Property?

Or

(b) What is country evaluation and selection?
Explain the Tools for Country Evaluation and Selection.

18. (a) Difference between balance of payment and balance of trade ?

Or

(b) What are the Features of Multinational Corporations (MNCs)?

19. (a) What are the nature of the financial Management?

Or

(b) Explain the function of human resource management.

20. (a) Explain the Process of Supply Chain.

Or

(b) Why business strategy is important?
