

D2ACM2104

(2 Pages)

Name.....

Reg.No.....

**SECOND SEMESTER M.Com DEGREE EXAMINATION, APRIL 2022
(Regular/Improvement/Supplementary)**

**COMMERCE
FMCM2C09: INTERNATIONAL BUSINESS**

Time: 3 Hours

Maximum Weightage: 30

Part A: Answer any *four* questions. Each carries 2 weightage.

1. What is strategic development?
2. Give a short note on green field investment.
3. What is transfer of technology?
4. Explain GATT.
5. What is Brexit?
6. Explain multilateral agreement.
7. What are the types of political risks?

(4 × 2 = 8 weightage)

Part B: Answer any *four* questions. Each carries 3 weightage.

8. What are the steps in international strategy development?
9. Differentiate between joint venture and strategic alliances.
10. What are the problems for international business?
11. Explain the importance of product life cycle theory in explaining trade between nations.
12. What are the components of economic environment?
13. Discuss the components of BOP.
14. What are the functions and objectives of European Union?

(4 × 3 = 12 weightage)

(P.T.O.)

Part C: Answer any *two* questions. Each carries 5 weightage.

15. Explain international human resource strategy.
16. Discuss in detail the advantages and disadvantages of MNCs.
17. Give a detailed account on the challenges of international business environment.
18. Explain the present position of India in world foreign trade.

(2 × 5 = 10 weightage)