11202

I Semester M.Com. Examination, April/May 2024
(CBCS Scheme)
COMMERCE
1.2 : International Business

Time : 3 Hours Max. Marks : 70

***Instruction** : Answer **all** the questions as per **instructions**.*

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. **(7×2=14)**

   a) Mention any two differences between WTO and GATT.

   b) What do you mean by Counter Trade ?

   c) What is Horizontal FDI ?

   d) What is trade protectionism ?

   e) Write a note on vestibule training.

   f) State the two major functions of the WTO.

   g) Define Franchising.

   h) Definition of Trade Policy.

   i) What is foreign bill of exchange ?

   j) List any four factors that affect International Business.

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SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

2. International business environment is very uncertain, then why do companies want to engage in international business ?

3. Explain the internationalisation stages and modes of entry into international business.

4. "Cultural differences is one of the most difficult problems in international marketing." Comment.

5. Describe the basic premise of Factor Endowment theory.

6. Explain the difference between Absolute Advantage and Comparative Advantage.

7. How does the technological environment of India differ from that of Japan ?

SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks. **(3×12=36)**

8. Discuss the famous McDonald's case where the multinational company failed to understand the culture of India and thus failed initially, before bouncing back.

9. You are a marketing manager of a textile company that is looking to venture into international business. The country you want to target first is the UK. You want to start by exporting to UK. What environmental factors would you keep in mind and how would you analyse the business environment of the UK ?

10. 'Think global, act local' how far this argument true ? Explain.

11. Explain the term 'Globalisation'. Why do companies engage in international business ? Discuss the role of globalisation in development of Indian business.

12. Describe the structure of WTO in detail. Also state the functions of the WTO. What is dumping ? What is WTO's stand on dumping ?

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