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G – 4627

Reg. No. :

Name :

Second Semester M.Com. Degree Examination, July 2019

PAPER IV: CO 224 INTERNATIONAL BUSINESS

(2014 – 2017 Admission)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions in **two** or **three** sentences. Each question carries **2** marks.

1. What is Preferential Trade Area?
2. What do you mean by absolute advantage?
3. What is Leontief Paradox?
4. What do you mean by Strategic Alliances?
5. Define 'Franchising'.
6. What do you mean by 'Herd' mentality in international business?
7. What is Deregulation?
8. What do you understand by Common Market?
9. What is Protectionism?
10. What is GSP?

(10 × 2 = 20 Marks)

P.T.O.



SECTION – B

Answer **any five** questions. Each question carries **five** marks.

11. Briefly discuss the risks of international investing.
12. Explain the corporate life cycle theory of international marketing.
13. Discuss the managerial issues concerned with transfer pricing.
14. List the criticisms against MNCs, with reference to externalities.
15. What are the push and pull factors of the environment acting on the Global firm?
16. Briefly state the assumptions of Factor Proportions Model of factor endowments.
17. What are the basic principles of GATS?
18. What is Global Portfolio Management? What are its major determinants?

(5 × 5 = 25 Marks)

SECTION – C

Answer **any two** questions. Each question carries **15** marks.

19. Briefly discuss the major principles of WTO.
20. Briefly explain the different forms of trade barriers imposed by national governments to protect domestic industries.
21. Decompose the international business environment that determines the marketing activities of a firm in the global market.
22. Discuss the major HRM issues connected with internationalisation of a firm.

(2 × 15 = 30 Marks)

