

II Semester M.com Examination, May/June 2008
(Semester Scheme)
Commerce International

Time: 3 Hours

Max. Marks : 80

Instruction: 1) Answers Should be written **completely** only in **English**.
2) Answer **all** the Sections.

SECTION - A

Answer **any 10** sub-questions. **Each** sub-question carries **2** marks. **(10x2=20)**

1. a) What is 'world wide integration' strategy?
- b) What is 'ethnocentric' style of management?
- c) What is repatriation?
- d) State the principles of international law.
- e) What is a 'bill of lading'?
- f) What do you mean by 'TCNs', 'HCNs' and 'PCNs' in international business ?
- g) Mention two assumptions of absolute cost advantage theory.
- h) What is product life cycle theory?
- i) What is international accounting?
- j) Mention the countries which are under the influence of US Accounting system
- k) What are regional trading blocks?
- l) What are commodity agreements?

SECTION - B

Answer **any 3** of the following questions. **Each** question carries **5** marks. **(3x5=15)**

2. Define international business. Give an outline of factors driving globalization of businesses.
3. What is international marketing ? How does it differ from domestic marketing?
4. How are national differences harmonized in accounting?
5. How are strategic alliances managed ?
6. Write a note on 'Mercantilism'.

SECTION - C

Answer **any 3** of the following questions. **Each** question carries **15** marks. **(3x15=45)**

7. List the various elements of environment of international business. Discuss any three of them in detail.
8. List the various organizational structures in international business. Discuss any three of them in detail. What are the factors that affect the choice of a structure of an MNC?
9. Discuss in brief the strategic management process.
10. Critically examine the theories of absolute advantage and comparative advantage.
11. What are the functions of WTO and what are its implications for India? Discuss.