

**81142**

**Third Semester M.Com. Examination, December 2012/January 2013**  
**(Choice Based Credit System)**  
**Commerce**  
**HC : International Business**

Time : 2 Hours

Max. Marks : 50

**PART – A**

1. Answer **any five** sub questions. **Each** sub-question carries **two** marks. **(5×2=10)**
- a) What is regiocentrism ?
  - b) State any four characteristics of transnational companies.
  - c) What are non-tariff barriers (NTBs) ?
  - d) Mention the anti-dumping measures.
  - e) What are multinational enterprises ?
  - f) What are the push factors of internationalization ?
  - g) Differentiate between GATT and WTO.
  - h) What is TRIPS ?

**PART – B**

Answer **any five** questions. **Each** question carries **five** marks. **(5×5=25)**

- 2. Why do business firms of a country go to other countries ? Explain.
- 3. Explain the stages of internationalization.
- 4. Describe the various WTO agreements.
- 5. Examine the progress and problems of SAARC.
- 6. What differentiates the modern multinational corporation from the import-export firm ?
- 7. Give an account of challenges which the industries are facing due to globalization.
- 8. Critically evaluate the impact of changes in exim policy on Indian economy in post-liberalised period.
- 9. Explain the comparative position of India among emerging global markets.

P.T.O.

81142



**PART – C**

**Case Study Compulsory :**

**(1×15=15)**

10. Read the following case and answer the questions :

In deciding to go abroad, a company needs to define its international business objectives and policies. The company should determine whether to market in a few countries or many countries. Generally candidate countries are rated on three criteria : market attractiveness, risk and competitive advantage. The firm also need to analyse the mode of entry into international arena.

Assume that, you are a business expansion in charge of a software firm in India. The firm is looking for opportunities in international markets. As an incharge of business expansion.

- a) Explain the information you require for analysing various countries for entry.
- b) Outline the business model you adopt for international markets.
- c) Analyse the type of software will have international business opportunity in future.

---

<https://www.uomonline.com>

Whatsapp @ 9300930012

Send your old paper & get 10/-

अपने पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से