

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2019
(Sixth Semester)

Branch -- **COMMERCE (COST & MANAGEMENT ACCOUNTING)**

CORE ELECTIVE – II -INTERNATIONAL BUSINESS

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What do you mean by International Business?
- 2 What is Cultural Environment?
- 3 What is Foreign Direct Investment?
- 4 What is meant by International licensing?
- 5 What is Subsidies?
- 6 What is meant by Import quotas?
- 7 What is Foreign Exchange?
- 8 What is Commercial risk?
- 9 What do you mean by Business ethics?
- 10 State the functions of Export promotion council.

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Discuss the goals of international business.
OR
b Write a brief note on Economic and political environment?
- 12 a Write short note on functional alliances.
OR
b What is International franchising? Discuss the basic issues involved in franchising.
- 13 a What is GATT? Discuss its objectives.
OR
b What is Tariffs? Who are the parties gain from the tariffs?
- 14 a Give a brief note account on Global Depository Receipts.
OR
b Explain the features of Capital Expenditure analysis.
- 15 a Explain the ethical values in global business.
OR
b Discuss the simplified procedures of imports.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Explain the competitive advantage of International business.
- 17 Explain the costs and benefits of FDI in detail.
- 18 Explain the organisation structure of WTO in detail.
- 19 Explain the implications of convertibility of rupee on Indian economy
- 20 Describe the export promotion measures taken by the government of India.

Z-Z-Z

END