

Roll No.

Subject Code—860-X

M. Com. (Part II) EXAMINATION

Optional Group—III (IB)

MC-205-IB

INTERNATIONAL BUSINESS

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *Five* questions. All questions carry equal marks.

1. What is competitive advantage of international business ? In which area does India enjoy competitive advantage ? Give examples.
2. Explain the stages in progression of a firm to become a trans-national company.
3. How does legal environment influence international business ?

(1-13)

P.T.O.

4. "Globalization is an irreversible necessary evil." Elaborate.
5. What is the difference between licencing and franchising ? Explain with examples.
6. Explain the objectives, structure and role of WTO.
7. Write an essay on 'Economic Cooperation of SAARC'.
8. Explain, in a nut shell, the components of marketing mix for overseas markets.