

Roll No. ....

Subject Code—8142

**M. Com. (Second Year) EXAMINATION**

(Main/Re-appear Batch 2009 Onwards)

MC-205-IB

INTERNATIONAL BUSINESS

*Time : 3 Hours*

*Maximum Marks : 70*

**Section A**

**Note :** Attempt any *Seven* questions. **7×5=35**

1. Discuss the process of evolution of International Business.
2. What are the different forms of countretrade ?  
Is it preferable to do multilateral trade ?
3. How is cultural diversity managed in International Business ? Explain.

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**P.T.O.**

4. Explain the role of MNCs in Indian Economy. Why would TNC like to Indianise operations ?
5. How does the political environment of a country affect International Business ?
6. Explain the role of technological changes in the Global Business.
7. Explain the different kinds of economic system and their influence on International Business.
8. How is the WTO different from GATT ?
9. Explain the factor responsible for globalising the Indian Economy.
10. How does International Marketing differ from the Local Marketing ?

### **Section B**

**Note :** Attempt all the questions.

11. What are the Pricing Strategies ? Explain the, different kinds of pricing decisions. **12**

*Or*

Why do business firms of a country go to other countries ? Give your answer with suitable examples.

12. What are the advantages and disadvantage of economic integration ? Explain the different kinds of economic integration. 12

*Or*

Explain the implications of SAARC for increasing international business in the South Asian countries.

13. Explain different forms of M & As. In what ways are they different from green field investment ? 11

*Or*

Write a detailed note on WTO.