V Semester B.Com. Examination, November/December 2014
(2014 – 15 & Onwards) (Semester Scheme) (Fresh)
COMMERCE
5.2 : International Business

Time : 3 Hours
Max. Marks : 100

Instruction: Answers should be written completely either in English or in Kannada.

SECTION – A

1. Answer any ten sub-questions. Each sub-question carries two marks. (10×2=20)
   a) What is a Transnational Company?
   b) State the meaning of Turnkey Project.
   c) What is meant by Economic Environment?
   d) Give the meaning of Technology.
   e) What is ethnocentrism?
   f) Give the meaning of spread.
   g) List 4 Indian MNCs.
   h) What is Bill of Lading?
   i) Give the meaning of Green Field Strategy.
   j) Mention 4 sources of international marketing information.
   k) Give the meaning of BOT.
   l) Expand : SEZ and EOU.

SECTION – B

Answer any 4 of the following. Each question carries 8 marks. (8×4=32)

2. Explain the nature of international business.

3. What are the differences between domestic trade and international trade?
4. Explain the role of technological changes in global business.
5. Explain the features of international marketing.
6. Describe the importance of FDI in international business.

SECTION – C

Answer any 3 of the following. Each question carries 16 marks. (16x3=48)

7. Explain the various theories of international trade.
8. Discuss the merits and demerits of MNCs.

1. a) Define 'International Business'.

b) Explain the concept of 'Marketing Mix' in international business.

c) Explain 'Market Penetration Strategy'.

d) What is 'Export Promotion'? 

e) Explain 'Export Substitution'.

f) What is 'Spread' (Spread) in international business?

g) Define '4 P's of marketing' in international business.

h) Define 'Bill of Lading' (Bill of Lading) in international business?

i) Explain 'Monopolistic Competition'.