



NS – 449

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V Semester B.Com. Examination, November/December 2016
(Semester Scheme) (2014-15 and Onwards) (Repeaters)

COMMERCE

5.2 : International Business

Time : 3 Hours

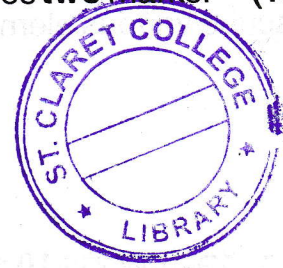
Max. Marks : 100

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)

- What is franchising ?
- Give the meaning of strategic alliance.
- What is global company ?
- State 4 merits of MNC's.
- Give the meaning of spread.
- Give the meaning of market intelligency.
- Give the meaning of green field strategy.
- What is balance of trade ?
- What is foreign exchange market ?
- Give the meaning of polycentric approach.
- State 2 essential conditions of globalisation.
- What is transnational company ?



SECTION – B

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

- Explain the nature of International Business.
- Distinguish between domestic company and foreign company.

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4. Explain the process of globalisation.
5. Discuss the importance of market research.
6. Explain steps in export trade.

SECTION – C

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

7. Explain stages of International Product Life Cycle.
8. Explain advantages and disadvantages of globalisation.
9. Discuss the role of MNC's in India.
10. Describe various elements of International Marketing Information System.