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Your Roll No.

4095

M.Com. : Semester-II (NC)

G

Paper 4205

(International Business)

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt All questions.

All questions carry equal marks.

- I. Explain Porter's theory of National Competitive advantage. How is it an improvement over the traditional theories of international trade ? 20

Or

Why is it important for managers engaged in international business to understand the culture of a host country if they want to develop successful, long-term business relationships ? Also discuss the various elements of cultural environment that are of importance in international business. Support your answer with examples. 20

P.T.O.

2. What is meant by regional economic integration ? Explain the different levels of regional economic integration, supporting them with examples. What are the benefits and costs associated with each of these levels of regional economic integration ? 20

Or

Despite free trade being advocated by a number of trade theories, why do governments still intervene in international trade ? What are the various tariff and non-tariff measures adopted by countries to regulate international trade ? 20

3. "Globalisation has resulted in rapid growth of international business activity during the past few decades." What have been the drivers of globalisation and how have they contributed to expansion of international business ? 20

Or

Explain the features of the International Monetary System under the Bretton Woods era. How did this system differ from the Gold Standard ? What led to the collapse of the fixed exchange rate system established under the Bretton Woods era ? 20

4. (a) Distinguish between current account and capital account in a country's BOP statement. 10
- (b) Evaluate strategic alliance as a mode of entry in international business. 10

Or

- (c) Explain the main features of the Agriculture Agreement of WTO. 10
- (d) Explain the role of World Bank (and its affiliated institutions) as a vital source of financial and technical assistance to developing countries around the world. 10
5. Write notes on any *two* of the following : 10,10
- (a) Greenfield and brownfield FDI
- (b) Leontif's paradox
- (c) Trading principles of WTO.