

4. a) How to evaluate the performance of MNEs? Discuss

OR

b) Define Corporate Culture. Explain the impact of Corporate Culture on MNEs

5. a) Briefly explain the practices of Production Management in International Business

OR

b) Explain the importance of Human Resource Management in the context of International Business

6. a) How do you design effective International Organisations? Explain with an example

OR

b) Briefly explain the GATT and its early rounds

[32/II Y/211]

[Aug-11]

[CPDCO-206]

M.Com. DEGREE EXAMINATION

II YEAR

INTERNATIONAL BUSINESS

(Effective from the admitted batch 2009-10)

Time: 3 Hours

Max.Marks: 70

Instructions: All parts of the unit must be answered in one place only.
Figures in the right hand margin indicate marks allotted.

SECTION-A

1. Answer any **Five** of the following: (5x4=20)

- a) Explain Neo-Classical theory
- b) What are the types of International Business?
- c) What are the features of Multi National Enterprise?
- d) How to evaluate the performance of MNEs?
- e) What are Cultural Barriers?
- f) What are the forms of Trade regulations?
- g) UNCTAD

SECTION-B

Answer all questions: (5x10=50)

2. a) What are the advantages of firms going International?

OR

b) What is International Business? What are the different stages in International Business?

3. a) Discuss the various problems associated in managing the Multinational Businesses

OR

b) Discuss the needs and problems of the Indian companies in becoming the MNEs