

# END TERM EXAMINATION

SIXTH SEMESTER [B.COM(HONS)] JUNE-JULY 2023

Paper Code: BCOM-320

Subject: International Business Management

Time: 3 Hours

Maximum Marks: 75

**Note: Attempt any five questions. All questions carry equal marks.**

- Q1 Explain the term 'International Business'. What are the objectives for a firm to go for International Business? Discuss some of the challenges involved in International Business.
- Q2 What is meant by 'International Competitive Advantage'? Explain the factors that determine the competitive structure of an industry.
- Q3 What is the rationale behind Globalisation? Discuss the dangers which Globalisation may pose to developing countries like India.
- Q4 Differentiate between FDI & FPI. How relevant is FDI for the success of "Make in India" campaign of Government of India.
- Q5 Discuss various theories of 'International Business'. Which theory, do you think, has practical application? Give suitable examples.
- Q6 What are the major issues in Global Human Resource Management? What do you understand by multicultural management?
- Q7 What are cross-border mergers and acquisitions? Explain recent trends in cross-border mergers and acquisitions.
- Q8 What is meant by country risk? Why is it necessary for a global firm to evaluate country risk? Give a suitable classification of country risk.

\*\*\*\*\*