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2024

COMMERCE

Paper : COM-4076

(International Business)

Full Marks : 80

Time : Three hours

***The figures in the margin indicate
full marks for the questions.***

***Answer Questions Nos. 1, 2 and
any five from the rest.***

1. Choose the correct option from the following :
1×5=5

(a) ASEAN has its headquarters in which city ?

(i) Kuala Lumpur

(ii) Bangkok

(iii) Jakarta

(iv) Hanoi

Contd.

- (b) In case of new tariff barriers outright prohibition of trade in certain commodities is called
- (i) quotas
 - (ii) standards
 - (iii) sanctions
 - (iv) Embargoes
- (c) Copyright as an intellectual property includes which of the following formats ?
- (i) literary
 - (ii) artistic
 - (iii) musical form
 - (iv) All of the above
- (d) When one company purchases another company and its assets it is known as
- (i) merger
 - (ii) acquisition
 - (iii) takeover
 - (iv) strategic alliance
- (e) Which of the following is not a function of IMF ?
- (i) Exchange stability
 - (ii) Credit facilitation
 - (iii) Technical assistance
 - (iv) Poverty reduction

2. Write short notes on : **(any five)** 3×5=15
- (i) Plant variety rights as an intellectual property
 - (ii) Reverse merger
 - (iii) Currency convertibility
 - (iv) Global Depository Right (GDR)
 - (v) Benefits of DTAA
 - (vi) Customs Union
 - (vii) Pillars of FTP 2023
3. How does cultural differences affect business performance in MNCs ? Explain with examples across the globe. 6+6=12
4. Discuss about the motivations that lead to the formation of regional integration. In this context compare the regional integration initiatives of major integrations in the Asia-Pacific region. 4+8=12
5. In what different ways India's Export-Import Policy and Foreign Trade Policies have impacted the growth of International Business ? Discuss. 12

6. Explain the role of (i) WTO (ii) IMF (iii) World Bank in trade facilitation, procreation and performance in world economy. 4+4+4=12
7. What are Intellectual Property Rights ? Also explain various issues related to it. 4+8=12
8. Highlight few examples of synergies that can be achieved through merger and acquisitions. Also with appropriate examples discuss about the reasons of successes and failures of few famous global M&As. 4+8=12
9. What is foreign exchange risk ? Also explain the types of foreign exchange exposures and devise few strategies to manage them. 3+6+3=12
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