

Exam. Code : 109103

Subject Code : 2240

B.Com. (Hons.) 3<sup>rd</sup> Semester

**MANAGEMENT OF INTERNATIONAL BUSINESS  
OPERATIONS**

**Paper—I, Group—IV**

Time Allowed—Three Hours] [Maximum Marks—50

**Note :—EIGHT** questions of equal marks (specified in the syllabus) are to be set, **TWO** in each of the **FOUR** Sections (A-D). Question may be subdivided into parts (not exceeding four). Candidates are required to attempt **FIVE** questions, selecting at least **ONE** question from each section. The **fifth** question may be attempted from any section. Each questions carries **10** marks.

**SECTION—A**

1. Discuss the scope and structure of International Business.
2. Write a detailed note on various factors influencing global business environment.

**SECTION—B**

3. Write a short notes on the following :
  - (a) FDI and collaborative ventures 5
  - (b) Licensing and Franchising. 5
4. What do you mean by mergers and acquisitions ? Explain.

**SECTION—C**

5. What are the various risks in global sourcing and strategies for minimum risk ?
6. What do you mean by MNE Social Responsibilities ? Explain.

**SECTION—D**

7. Discuss technological perspectives in detail.
8. Discuss competitive strategy and International Business Environment in detail.

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