

Reg. No. :

D 554

Q.P. Code : [07 DMBIB 43]

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

International Business

INTERNATIONAL HUMAN RESOURCE
MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What are the challenges faced by the managers when they go global?
2. Elaborate the role of culture and sub culture in making HR managers functions effective.
3. Specify the special initiatives to be taken to train present employees for global assignments.
4. How does HR policies differ between MNCs and National Organisation?
5. Compare the HR practices in India with that of developed countries such as U.S.A.

6. How does the international HRM approaches differ from the domestic approach?
7. Elaborate the innovative methods used because of international business scenario.
8. How do MNCs plan their employees compensation for domestic employees, foreigners and transulation employees.

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Q.P. Code : [07 DMBIB 44]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

International Business

INTERNATIONAL BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the difficulties faced by companies during the internationalization of their businesses? Discuss the process involved in the interenationalization.
2. Explain about macro and micro environment in the context of international business.
3. How Western countries business culture is differentiated from east and middle east countries business culture? Discuss.

4. Discuss the procedures involved in the working of foreign exchange markets. Explain with suitable examples.
5. Outline the international policies on land, forest and water.
6. Enumerate the role of International Monetary Fund and General Agreement on Tariffs and trade for the development of international business.
7. Explain in detail about any three international trade agreements.
8. Explain how the following factors influence culture environment
 - (a) Music.
 - (b) Religion.
 - (c) Education.
 - (d) Attitude and values.

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Q.P. Code : [07 DMB – IB 45]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

International Business

INTERNATIONAL MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss in detail the benefits of international marketing.
2. Discuss the various barriers in international marketing.
3. Describe the procedures for implementing total quality marketing.
4. What are the competitive marketing strategies in international level? Explain.

5. Explain the various types of pricing strategies.
6. Highlight the importance and uses of branding, packaging decisions in international marketing.
7. Describe the pros and cons of globalization.
8. Explain the role of new information technologies in international marketing.

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D 557

Q.P. Code : [07 DMBIB 46]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

International Business

INTERNATIONAL FINANCIAL AND MANAGEMENT
ACCOUNTING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the different methods used for the analysis and interpretation of financial statements? Discuss their merits and limitations.
2. 'A cash budget is the plan of the receipts and payments of cash for the budget period, drawn up so that the balance can be forecast at regular intervals'. Explain.
3. What do you understand by Cost- volume-profit relationship? Why is this relationship important in business organization

4. Give a comparative description of Net present value method and Internal rate of return method.

5. Calculate the NPV of proposal X and Y from the following information and advice which proposal would be profitable.

Proposal	Cash flows (Rs.)					Salvage value Rs.	Expected life	Investment Rs.
	1	2	3	4	5			
X	40,000	20,000	10,000	6,000	4,000	3,000	5 yrs	60,000
Y	10,000	20,000	20,000	5,000	5,000	2,000	5 yrs	40,000
PVF @ 10%	0.909	0.826	0.751	0.683	0.621			

6. From the following details, prepare the balance sheet of a company.

Stock velocity	6
Capital turnover ratio	2
Fixed assets turnover ratio	4
Gross profit ratio	20%
Debt collection period	2 months
Creditors payment period	73 days

The gross profit was Rs. 60,000. Closing stock was Rs. 5,000 in excess of the opening stock.

7. Prepare a cash budget during the period April to June from the following data :

Month	Sales Rs.	Purchases Rs.	Wages Rs.
February	90,000	62,400	6,000
March	96,000	72,000	7,000
April	54,000	1,21,500	5,500
May	87,000	1,23,000	5,000
June	63,000	1,34,000	7,500

- (a) 50% of credit sales is realized in the month following the sale and the remaining 50% in the second month following.
- (b) Creditors are paid in the month following the month of purchase.
- (c) Cash at bank on the 1st April Rs 12,500.

8. From the following data you are required to calculate the break-even point and net sales value.

Selling price per unit Rs. 25

Direct material cost per unit Rs. 8

Direct labour cost per unit Rs. 5

Fixed overheads Rs. 24,000

Variable overheads @ 60% on Direct labour

Trade discount 4%

If sales are 15% and 20% above the break even volume, determine the net profit.

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D 558

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M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

International Business

INTERNATIONAL BUSINESS LAW

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Discuss the position and provisions of payment of compensation / damages in international law.
2. Briefly explain the stages in the performance of a contract of sale.
3. Describe the contents of contract of affreightment.
4. Is there any difficulty to maintain uniform international law? If yes what are the reasons. Explain the necessity of uniform international law.

5. What are the outcomes of various conventions and conferences on environment? Discuss.
6. Define endorsement. Explain its types.
7. Enumerate the IATA rules for a contract.
8. Write notes on :
 - (a) Sale and agreement to sell
 - (b) Common carriers
 - (c) Arbitration
 - (d) The Stockholm Conference.

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D 559

Q.P. Code : [07 DMB-IB 48]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

International Business

INTERNATIONAL BANKING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the fixed exchange rate system. What are the advantages and disadvantages, of fixed exchange rate system?
2. Give a detail note on "Bretton Woods System"
3. What is Euro Currency Market? Explain the factors responsible for its growth.
4. What is offshore Banking? What are activities of Offshore Banking? Explain offshore banking with reference to Indian context.

5. What are the reasons for the growth of multinational banking?
6. Explain in detail what is meant by Documentary Credit (L/C) and steps involved in establishing it. Write any two types of L/Cs in detail.
7. What are various instruments available for International Payments? Discuss in detail
8. What are International Financial Institutions? Explain its role on Indian economy

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D 560

Q.P. Code : [07 DMB IB 49]

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M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

International Business

GLOBAL BUSINESS ETHICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the social responsibilities of business towards different sections of the society.
2. Explain the impact of culture on cultural diversification.
3. What are the ethical issues towards gender discrimination and sexual harassment? Explain.
4. Describe the importance of conservation of natural resources.

5. What are the reasons for unethical practices? Explain. Describe the importance of ethics in business.
6. Briefly explain the various deceptive techniques. Refer your answer also with accounting and finance.
7. What are the ethical issues in marketing? Discuss.
8. Discuss the necessity of healthy competition and protection of consumers' interest.