

Reg. No. :

D 2157

Q.P. Code : [07 DMB-IB 44]

(For the candidates admitted 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

International Business

INTERNATIONAL BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 100 marks

FIVE out of EIGHT question to be answered.

(5 × 20 = 100)

1. Discuss the components of micro and competitive environment.
2. Explain the role of social and culture environment in expanding markets.

3. Write a note on

- (a) Exchange Restrictions
- (b) International Monetary System.

4. Explain the role of ISO in International Marketing.

5. Discuss the salient features of IMF.

6. Write an essay on Environmental Protection Act.

7. Is LPG policy a success story of the Indian Economy – Discuss.

8. Discuss the different modes of Entry into International Business.

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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 marks)

1. What is International Marketing? Explain the International Marketing concept with suitable illustration?
2. Discuss the Integrated strategy for a new product branch across overseas market. What are the pros and cons in global market?
3. What are the objectives of the International Pricing? List the different factors influencing International Pricing.

4. Write notes on the constraints of advertising and its impact on International Marketing.

5. Enumerate the impact of global brands on domestic brands. Give suitable illustration.

6. What are the duties and responsibilities of middlemen in International distribution management?

7. What are the product attribute influencing International Marketing?

8. Discuss the problem to be encountered in managing International distribution channel by Indian Manufacturer.

7. (a) What is flexible budget? How is it prepared? (8)

(b) For production of 10000 electrical automatic irons the following are budgeted expenses : (12)

Direct material	60
Direct labour	30
Variable overheads	25
Fixed overheads (Rs. 150000)	15
Variable expense (Direct)	5
Selling expenses (10% fixed)	15
Administration expenses	
(Rs. 50000 rigid for all levels of production)	5
Distribution expenses (20% fixed)	5
Total cost of sales per unit	<u>160</u>

Prepare a budget for production of 6000 ; 7000 and 8000 irons, showing distinctly marginal cost and total cost.

8. Write short notes on : (20)

- (a) Liquidity ratios
- (b) Cost volume profit analysis
- (c) Dual aspect concept
- (d) Discounted cash flow
- (e) Functional budgets.

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Second Year

International Business

INTERNATIONAL FINANCIAL AND MANAGEMENT ACCOUNTING

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

1. (a) Define accounting. Explain the various accounting conventions. (8)
- (b) Distinguish between management and financial accounting. (12)

2. (a) From the following prepare trading a/c, P & L a/c and balance sheet as on 31st December 2000. (20)

Particulars	Debit	Credit
Opening stock	Rs. 10,000	Rs. —
Cash and bank	4,000	25,000

Particulars	Debit Rs.	Credit Rs.
Purchases and sales	70,000	90,000
Returns	3,000	4,000
Debtors and creditors	30,000	21,000
Buildings	30,000	—
Capital	—	30,000
Furniture and fittings	7,000	—
Bad debts reserve	—	2,000
Petty cash	200	—
Carriage inwards	800	—
Salaries	11,000	—
Interest charged by bank	500	—
Sundry trade expenses	6,000	—
Insurance premium paid upto 30.6.01	1,000	—
Telephone charges	500	—
Commission	—	2,000

Adjustments :

- (a) Closing stock Rs. 15,000
 (b) Buildings and furniture and fittings are to be depreciated by 10% and 20% respectively.
 (c) Bad debts Rs. 1,000 are to be written off and a reserve of 5% is to be kept on remaining debtors.
 (d) Commission received in advance Rs. 1,000.

3. Describe the various methods of classification of ratios with its significance. (20)
4. (a) What is the significance of 'contribution' is marginal costing? (8)
 (b) Discuss the managerial uses of marginal costing. (12)
5. (a) What is budgetary control? Explain its objectives. (8)
 (b) Enumerate the advantages and limitations of budgetary control. (12)
6. X Ltd. is evaluating two mutually exclusive proposals for menu capital investment. The following information about the proposals are available. (20)

Particulars	Proposal A Rs.	Proposal B Rs.
Investment cost	80,000	1,00,000
Economic life	4 yrs.	5 yrs.
Earnings before depreciations taxes		
Year		

1	24,000	28,000
2	28,000	32,000
3	32,000	36,000
4	44,000	44,000
5	—	40,000

The company's cost of capital is 10% and tax rate is 50%. Advice the company as to which proposal would be profitable using discounted cash flow techniques.

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Q.P. Code : [07 OMB-IB 471]

(For candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

International Business

INTERNATIONAL BUSINESS LAW

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions. (5 × 20 = 100)

All questions carry equal marks.

1. Explain the different modes of discharge of a contract.
2. Define UNCTAD. Explain its role on shipping.
3. What is meant by negotiable instrument? Explain the types of Negotiable Instruments.
4. Describe the basic determinants of the stockholm conference.
5. Briefly explain the duties and rights of seller and buyer under contract of sale.

6. Briefly discuss about the provisions for passing of risk in international sale contract.

7. Write short notes on

- (a) Avoidance of contract
- (b) Bill of lading.
- (c) Common carrier
- (d) Negotiation.

8. Define Contract. Explain the various types of contract.

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M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

International Business

INTERNATIONAL BANKING

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the relevant parameters which have been considered to determine the international gold standard.
2. Write an essay on "Flexible Exchange Regime".
3. Discuss the objectives and functions of Euro currency markets.
4. What are the problems that exist in Multinational Banking? Explain.

5. Bringout the procedures and formalities of equity financing and Bond financing.

6. What is meant by letter of credit? Explain its operations.

7. Explain the role of "CHAPS".

8. Discuss the objectives and functions of IBRD.

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M.B.A DEGREE EXAMINATION, DECEMBER 2009.

Second Year

International Business

GLOBAL BUSINESS ETHICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Why an organisation has to maintain and follow the moral principles? Justify your stand.
2. What are the ethical issues in corporate Governance? Explain.
3. Explain the importance of Ethics in marketing activities.
4. Discuss about the factors influencing in protecting the consumer's interest. Explain.

5. Write an essay on individual "discrimination" and "harassment".

6. Bring out your valuable strategies to protect the natural environment.

7. What are the common as well as accepted ethics in accounting and finance? Explain.

8. Highlight the taxation issues with relevant examples.
