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 x 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 translation employees.
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.

1. What are the difficulties faced by companies during the internationalization of their businesses? Discuss the process involved in the internationalization.

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.
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D 556  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 x 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.
(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.

\((5 \times 20 = 100)\)

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.

<table>
<thead>
<tr>
<th>Cash flows (Rs.)</th>
<th>Salvage value Rs.</th>
<th>Expected life</th>
<th>Investment Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal</td>
<td>1 2 3 4 5</td>
<td>6</td>
<td>60,000</td>
</tr>
<tr>
<td>X</td>
<td>40,000 20,000 10,000 6,000 4,000</td>
<td>3,000</td>
<td>5 yrs</td>
</tr>
<tr>
<td>Y</td>
<td>10,000 20,000 20,000 5,000 5,000</td>
<td>2,000</td>
<td>5 yrs</td>
</tr>
<tr>
<td>PVF @ 10%</td>
<td>0.909 0.826 0.751 0.683 0.621</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Month</th>
<th>Sales (Rs.)</th>
<th>Purchases (Rs.)</th>
<th>Wages (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>90,000</td>
<td>62,400</td>
<td>6,000</td>
</tr>
<tr>
<td>March</td>
<td>96,000</td>
<td>72,000</td>
<td>7,000</td>
</tr>
<tr>
<td>April</td>
<td>54,000</td>
<td>1,21,500</td>
<td>5,500</td>
</tr>
<tr>
<td>May</td>
<td>87,000</td>
<td>1,29,000</td>
<td>5,000</td>
</tr>
<tr>
<td>June</td>
<td>63,000</td>
<td>1,34,000</td>
<td>7,500</td>
</tr>
</tbody>
</table>

(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.
5. What are the outcomes of various conventions and conferences on environment? Discuss.


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.
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.

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”


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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Q.P. Code : [07 DMB IB 49]
(For the candidates admitted from 2007 onwards)
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.
$\left(5 \times 20 = 100\right)$

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.