



Reg No:

DATE: 23-11-2020

ST. JOSEPH'S COLLEGE (AUTONOMOUS) BENGALURU-27

END SEMESTER EXAMINATION- NOVEMBER 2020

BCOM: V SEMESTER

BC/BPS 5318-INTERNATIONAL BUSINESS

TIME: 2^{1/2} Hour

MAX. MARKS: 70

This Paper contains one printed page and four parts

SECTION A

Answer any FIVE of the following questions. Each question carries two marks. (5x2=10)

1. Mention the stages of product life cycle theory.
2. What do you mean by returns to scale?
3. State any two differences between centralized and decentralized organizational structure.
4. Expand PESTLE
5. Who is an expatriate?
6. Give the meaning of import pricing.

SECTION B

Answer any THREE of the following questions. Each question carries five marks. (3x5=15)

7. Explain the services of EXIM bank.
8. Differentiate between human resources management and international human resource management.
9. Write a brief note on international trade drivers.
10. Give the meaning of WTO. Highlight its functions

SECTION C

Answer any TWO of the following questions. Each question carries fifteen marks. (2x15=30)

11. Explain Hecksher-Ohlin model of international trade.
12. Explain Macro environment components in detail.
13. What do you mean by currency convertibility? Explain its implication in India

SECTION D

Answer the following compulsory question. The question carries Fifteen marks. (1x15=15)

14. Explain the different types of organizational structures.