

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Com.DEGREE EXAMINATION –CORPORATE SECRETARYSHIP**

**THIRD SEMESTER – NOVEMBER 2018**

**16/17UBU3AL01– GLOBAL BUSINESS MANAGEMENT**

Date: 29-10-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART A**

**Answer ALL the questions**

**(10x2 = 20Marks)**

1. Define International Business.
2. What is meant by theocratic totalitarianism?
3. Write a short note on political boycotts.
4. Differentiate franchising from licensing.
5. How is adaptation strategy used to manage political risks?
6. Write short notes on core technology and proprietary technology.
7. What is meant by home replication strategy?
8. What are the three types of strategic alliances?
9. Bring out the types of international exporting.
10. Write a short note on principle of international jurisdiction.

**PART B**

**Answer any FOUR questions**

**(4x10 = 40Marks)**

11. Explicate the challenges of international strategic management.
12. Expound the stages in international dispute resolution.
13. Discuss in detail the reasons for studying international business.
14. Explain the scope of international strategic alliance.
15. Explicate the specialized entry modes for international business.
16. Expound the stages of technology life cycle.
17. Discuss the impact of globalization on child labour and cultural heritage.

**PART C**

**Answer any TWO questions**

**(2x20 = 40Marks)**

18. Explicate the pitfalls and benefits of international strategic alliance.
19. Elucidate the contemporary causes for globalization.
20. Discuss in detail the different systems of law.
21. Expound the process of international strategy development and the different levels of international strategy implementation.

.....