

M.Com- 202

INTERNATIONAL BUSINESS ENVIRONMENT

Max Marks: 100

External Marks: 80

Internal Marks: 20

Time: 3 Hours

Note: There will be eight (8) questions in all. The first question is compulsory and consists of six (6) short-questions having four (4) marks each. Answer to these questions should not exceed 150 words. The candidate will be required to attempt any four questions out of remaining seven (7) questions and each question carries fourteen (14) marks each. Duration of each paper will be three (3) hours.

International business: nature, importance and scope; Framework for analysing international business environment: geographical, economic, socio-cultural, political and legal environment; Multinational corporations: nature and role; Technology transfers: importance and types; Foreign Investment: nature, types and barriers.

An overview of International economic institutions: WTO, UNCTAD, IMF, World Bank; Generalized system of preferences; International commodity agreements.

Regional economic co-operation: types and rationale, EU, NAFTA, ASEAN, SAFTA.

Foreign Exchange Markets: nature, participants, Foreign exchange rates determinants, Exchange rates arrangement in India, Foreign Exchange Risk: nature and management

REFERENCES

- Alan, M. Rugman and Richard, M. Hodgetts: *International Business*, Pearson Publication, New Delhi.
Sundaram Anant, K. and Black, J. Stewart: *The International Business Environment*, Prentice Hall of India, New Delhi.
Arya, P. P. and Tondon, B. B.: *Economic Reforms in India*; Deep and Deep, New Delhi.
Cherunilam Francis, *International Business: Texts and Cases*, Himalaya Publishing House, New Delhi.
Daniels Radebaugh Sullivan: *International Business Environments and Operations*, Pearson Publication, New Delhi.
Michael, R. Czinkota; Llkka, A. Ronkainen; and Michael, H. Moffet: *International Business*, Thomason Publication, New Delhi.
Robert Grosse and Duane Kujawa: *International Business*, Irwin Publication, New Delhi. Saleem Saikh, *Business Environment*, Himalaya Publishing House, New Delhi.
Tayeb Monis H.: *The Global Business Environment – An Introduction*, Sage Publication, New Delhi.
Vyuptakesh Sharan: *International Business: Concepts, Environment and Strategy*, Pearson Publication, New Delhi.