Unit—X

International Business

Theoretical foundations of international business, Balance of Payments

International liquidity, International Economic Institutions—IMF, World Bank IFC, IDA, ADB

World Trade Organisation—its functions and policies

Structure of India's foreign trade : Composition and direction, EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade

PAPER–III (B)

[ELECTIVE / OPTIONAL]

Elective—I : Accounting and Finance

Accounting standards in India, Inflation Accounting, Human Resource Accounting, Responsibility Accounting, Social Accounting

Money and Capital market, Working of stock exchanges in India, NSE, OTCEI, NASDAQ, Derivatives and Options

Regulatory Authorities : SEBI, Rating Agencies; New Instruments : GDRs, ADRs

Venture Capital Funds, Mergers and Acquisitions, Mutual Funds, Lease Financing, Factoring, Measurement of risk and returns securities and portfolios

Computer Application in Accounting and Finance

Elective—II : Marketing

Marketing Tasks, Concepts and Tools, Marketing Environment

Consumer Behaviour and Market Segmentation

Product decisions

Pricing decisions

Distribution decisions

Promotion decisions

Marketing Researchs

On-line marketing

Direct Marketing; Social, ethical and legal aspects of marketing in India

Elective—III : Human Resource Management

Concept; Role and Functions of Human Resource Management

Human Resource Planning, Job analysis, Job description and specifications, Use of Job analysis information, Recruitment and Selection

Training and Development, Succession Planning

Compensation : Wage and Salary administration, Incentives and Fringe benefits, Morale and Productivity.

Appraisal Performance

Industrial Relations in India, Health, Safety, Welfare and Social Security, Workers participation in Management

Elective—IV : International Business

Foreign Direct Investment and Multinational Corporations—MNCs Culture, MNCs and LDCs, Joint Ventures

Regional Economic Integration : SAARC, ASEAN, EC, NAFTA

India and WTO, Intellectual Property Rights

Foreign Exchange—Exchange rate, Mechanism, Risk management, Transfer of international payments, Convertibility of Rupee, Current and Capital Accounts; Issues and Perceptions, Derivatives and Futures

Foreign investment Institutions; Instruments : GDRs, ADRs, FIIs—their role in Indian Capital Market

Elective—V : Income-tax Law and Tax Planning

Basic concepts, Residential status and tax incidence, exempted incomes, computation of taxable income under various heads

Computation of taxable income of individuals and firms

Deduction of tax, filing of returns, different types of assessment; Defaults and penalties

Tax planning : Concept, significance and problems of tax planning, Tax evasion and tax avoidance, methods of tax planning

Tax considerations in specific business decisions, viz., make or buy; own or lease, retain or replace; export or domestic sales; shut-down or closure; expand or contract; invest or disinvest

Computer Application in Income tax and Tax planning

Instructions:

1. The candidate should take the seat at least 15 minutes prior to the scheduled starting time.
2. The candidates appearing for the entrance test are required to bring HB Pencils, Pencil Sharpener, Eraser, Black and Blue Pens.
3. All answers should be marked on the answer sheet. The method of indicating the answer is by using Pen; Pencil will be indicated to the Question Paper.
4. Candidates are not allowed to bring calculators mobile phones or any other calculation or communication device. There will be no provision for safe keeping of valuables, mobile phones, etc.
5. You have to write and/or darken all the information required in the answer sheet such as seat number, test form number, etc.

Specialisation (Please Tick ✓):

1. Accountancy ☐
2. Human Resource Management ☐
3. Marketing Management ☐
4. Finance ☐
5. Any other (Specify) _____

MODEL QUESTION PAPER-CUM-ANSWER BOOK

Total Marks of the Entrance Test : 100

(60% written test + 40% weight age of external theory of P.G. Degree)

SECTION I

(10 Marks of Ten objective questions of general knowledge of the subject)

Instruction*:* Tick mark (✓) the correct answer.

1. PPP means _____
   (a) Public Provident Policy
   (b) Public Power Policy
   (c) Purchasing Power Parity
   (d) Purchasing Power Policy

SECTION II

(40 Marks of forty objective / multiple choice questions)

Instruction*:* Tick mark (✓) the correct answer.

1. Classification of Economics into two branches (macro-economics and micro-economics) has been done by _____
   (a) J. M. Keynes
   (b) Ragnar Frisch
   (c) Milton Friedman
   (d) Adam Smith

SECTION III

(25 Marks short answer questions)

Attempt Any FIVE from the following EIGHT short answer questions (in short i.e.5 to7 lines)

(1) State the three main reasons behind introduction of New Economic Policy 1991.

_____

_____

_____

_____

_____

SECTION IV

(25 Marks long answer questions)

Attempt Any ONE from the following FIVE long answer questions (500 words)

1. Discuss the role of stock exchange in Indian economy.

   Or

   Explain the creditability of credit rating agencies.
2. Explain the problems of On-line marketing.

   Or

   Discuss the different channels of distribution.
3. Write an essay on "360 Performance Appraisal".

   Or

   Critically examine "BARS" as modern method of Performance Appraisal.
4. Discuss the role of WTO in context of India.

   Or

   Describe the cultural diversity problems in the international business.
5. Differentiate tax planning, tax avoidance, tax evasion and also discuss the prime objectives of tax planning.

   Or

   Describe the requisites for filing a revised return.