

Q.P. Code – 57231

Final Year M.Com. Degree Examination, DECEMBER 2017

(Directorate of Distance Education)

Commerce

(DPB 510) Paper V — BUSINESS ENVIRONMENT AND POLICY

Time : 3 Hours]

*[Max. Marks : New Scheme : 80
Old Scheme : 70*

Instructions to Candidates :

- 1) Sections – A, B and C are common and compulsory for the students of both new and old schemes.
- 2) Section – **D** shall be answered by only the students under new scheme (with 20 internal assessment marks).

SECTION – A

Note : Answer **ALL** the five sub-questions and each sub-question carries **2** marks. Answer to each sub-question shall not be in more than six sentences : **5 × 2 = 10**

1. (a) Define business environment.
(b) Mention any four objectives of the new Competition Law.
(c) What is fiscal policy?
(d) Define MNCs.
(e) Define child labour.

SECTION – B

Note : Answer any **THREE** questions and each carries **10** marks. Answer to each question shall not be in more than five pages : **3 × 10 = 30**

2. Discuss how the demographic and technological environment affects the future of the business.
3. Describe the various external factors that influence the business policy of an organization.
4. Discuss the circumstances under which the Government of India opted for Liberalization Programme.
5. Briefly explain corporate social responsibilities towards the different stakeholders of business.
6. Write an explanatory note on the functions of World Bank.

Q.P. Code – 57231

SECTION – C

Note : Answer any **TWO** questions and each question carries **15** marks. Answer to each question shall not be in more than eight pages : **2 × 15 = 30**

7. Critically evaluate the changing dimensions of legal environment of business.
8. Write an analytical note on the mechanism of technology transfer process.
9. Discuss the critical elements of political environment.

SECTION – D

Note : This section is only for the students of New Scheme (with **20** internal assessment marks). Answer any **ONE** question and it carries **10** marks. Answer to the question shall be in not more than five pages : **1 × 10 = 10**

10. Write an analytical note on Corporate Accountability.
 11. Discuss the salient features of technological policies formulated by the Government of India.
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Q.P. Code – 57232

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(DPB 520) Paper VI — ENTREPRENEURSHIP DEVELOPMENT

Time : 3 Hours]

*[Max. Marks : New Scheme : 80
Old Scheme : 70*

SECTION – A

Note : This section is common for both old and new scheme students. Answer any **FIVE** questions. Each question carries **14** marks : **5 × 14 = 70**

1. Bring out the significance of entrepreneurship in economic development in the light of globalisation and liberalisation.
2. Compare and contrast intrapreneur and entrepreneur.
3. Discuss in brief different theories of entrepreneurship.
4. Discuss the problems and prospects of rural entrepreneurship.
5. What measures are to be taken to develop women entrepreneurship? Discuss.
6. Discuss in detail Uday Pareek and Nadakarni Models of entrepreneurship development.
7. Discuss the need and significance of EDPs with respect to service sector.
8. What do you mean by project identification? How do you formulate it? Discuss.
9. Discuss in detail the role of State and Central financial institutions in entrepreneurship development.
10. Discuss the role played by Central and State Governments in the development of entrepreneurship in recent years.

SECTION – B

Note : This section is only for New Scheme students (with **20** internal assessment marks). Answer any **ONE** of the following and it carries **10** marks : **1 × 10 = 10**

11. Define feasibility report. Discuss the significance and features of a sound feasibility report.
12. Why women entrepreneurship and rural entrepreneurship need additional thrust? Discuss.

Q.P. Code – 57233

Final Year M.Com. Degree Examination, DECEMBER 2017

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(DPB 530) Paper VII — INTERNATIONAL BUSINESS

Time : 3 Hours]

[Max. Marks : New Scheme : 80

Old Scheme : 70

Instructions to Candidates :

- 1) Sections – A, B and C are common and compulsory for the students of both new and old schemes.
- 2) Section-**D** shall be answered by only the students under new scheme (with 20 internal assessment marks).

SECTION – A

Note : Answer **ALL** the five sub-questions and each sub-question carries **2** marks. Answer to each sub-question shall not be in more than six sentences : **5 × 2 = 10**

1. (a) What is a multinational corporation?
(b) State any two limitations of International Theory of Mercantilism.
(c) What is transfer pricing?
(d) What do you mean by technology transfer?
(e) What is line driver planning?

SECTION – B

Note : Answer any **THREE** questions and each carries **10** marks. Answer to each question shall not be in more than five pages : **3 × 10 = 30**

2. Explain the International Trade Theory of David Ricardo with relevant examples.
3. Describe the types of Multinational Corporations with suitable examples.
4. “Strategic alliance is an effective technique to get mutual benefit by enjoying cost diminution benefit.” Do you agree? Why?
5. Explain the four basic strategies to enter and compete in international environment.
6. Elucidate the circumstances of inter-firm and intra-firm technology transfer in international business.

Q.P. Code – 57233

SECTION – C

Note : Answer any **TWO** questions and each question carries **15** marks. Answer to each question shall not be in more than eight pages : **2 × 15 = 30**

7. What is international business? Why is international business not a bed of roses? Discuss your answer with suitable examples.
8. Explain the process and styles of cross-cultural negotiations in international environment.
9. Read the following case carefully and answer the questions given at the end of the case :

Daewoo Electronics, part of the Korean *Chaebol* the Daewoo Group, entered an original equipment manufacturing arrangement (OEM) with Japan's NEC in 1981. OEM is a form of inter-firm relationship that involves the supplying firm's manufacturing equipment to the buyer's specifications, sold under the buyer's brand name. NEC sought OEM arrangements with the Korean firm because Japanese wages were too high to manufacture mid-range colour televisions competitively.

Daewoo provided prototype samples (19-inch colour televisions) to be tested by NEC engineers. Daewoo was already manufacturing televisions and exporting some of them to Australia. It had acquired its technological capabilities through reverse engineering and licensing a few key technologies. However, those methods were not sufficient to take it to the technological frontier, and the samples it sent to the NEC suffered from several inadequacies. To the surprise of Daewoo executives, NEC found over 80 problems with their television samples, ranging from poor sound quality to faulty control knobs. Nevertheless, NEC was convinced that Daewoo had the ability to become a good OEM supplier and so established the relationship.

Because it was in NEC's interest to enhance Daewoo's capabilities to manufacture high quality products, it provided a great deal of technological help to its partner. For example, in measuring the quality of sound and vision, Daewoo engineers initially relied on their "eyes and ears". Their NEC counterparts introduced them to much more accurate electronic measuring devices. Though there was no blue-print, for the execution of the transfer of technology, it was the tacit elements in the technology that helped direct interaction with experienced Japanese, engineers and it was the best way to learn.

Q.P. Code – 57233

All this led Daewoo to define its technological gaps more clearly and its need to find ways to solve complex technological problems. The OEM set higher sights for Daewoo in terms of process technologies and product quality. While Daewoo could have imported some necessary technologies from abroad, it felt that the contribution of NEC to identifying its deficiencies and setting specific targets was invaluable and could not have been replaced by a licensing relationship.

The OEM relationship was not without problems. There was constant bargaining on prices and duration of contracts. But this relationship enhanced Daewoo's technological and production capabilities. For a long time, Daewoo made larger profits from OEM exports than from their own-brand exports, because of heavy marketing and sales costs. Today Daewoo Electronics is a TNC with its own international brand and is one of the world's largest producers of television sets.

Questions :

- (a) What do you mean by OEM? Did it prove better than a simple licencing agreement?
- (b) What benefits did Daewoo derive from OEM?
- (c) Was there any problem with the OEM?

SECTION – D

Note : This section is only for the students of New Scheme (with **20** internal assessment marks). Answer any **ONE** question and it carries **10** marks. Answer to the question shall be in not more than five pages : **1 × 10 = 10**

- 10. Critically examine the Corporate Life Cycle Theory.
 - 11. Discuss the John Dunning's Eclectic Paradigm Theory.
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Q.P. Code – 57234

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**(DPB 540) Paper VIII — BUSINESS ETHICS AND
CORPORATE GOVERNANCE**

Time : 3 Hours]

[Max. Marks : New Scheme : 80

Old Scheme : 70

SECTION – A

Note : This section is common for both old and new scheme students. Answer any **FIVE** questions. Each question carries **14** marks : **5 × 14 = 70**

1. Explain the characteristics of corporate governance.
2. What are the responsibilities and accountabilities of stock owners? Discuss.
3. Describe the process of strategic development and implementation of Corporate Governance.
4. What is the difference between ethical dilemma and ethical reasoning? Why is it important to distinguish between these two concepts? Discuss.
5. Explain the concept of human rights declaration with respect to company policies.
6. Explain the structure of corporate Governance in India.
7. Explain roles and duties of board of directors.
8. Explain the role of financial institutions in enforcing the code of Corporate Governance.
9. Discuss the recommendations of Cadbury Committee on Corporate Governance.
10. What are the elements of good Corporate Governance?

SECTION – B

Note : This section is only for New Scheme students (with **20** internal assessment marks). Answer any **ONE** of the following and it carries **10** marks : **1 × 10 = 10**

11. Bring out the importance of Corporate Governance.
12. How do business managers design their ethical rules?