

Reg. No .....

Name .....

**M. COM DEGREE END SEMESTER EXAMINATION - OCTOBER 2019**  
**SEMESTER 3 : COMMERCE**  
**COURSE : 16P3COMT14 : INTERNATIONAL BUSINESS ENVIRONMENT**  
*(For Regular - 2018 Admission and Supplementary - 2016/2017 Admissions)*

Time : Three Hours

Max. Marks: 75

**Section A**

**Answer any 10 (2 marks each)**

1. What is meant by vertical integration?
2. What is OECD stands for?
3. What is meant by Management contracting?
4. What do you mean by EXIM Policy?
5. What do you mean by IPRs?
6. What do you mean by TRIPs?
7. What do you understand by MIGA
8. What do you mean by anti dumping duty?
9. Write a note on NAFTA.
10. Write a note on CAEU.
11. What is meant by Niche Marketing?
12. What is meant by EPRG?

(2 x 10 = 20)

**Section B**

**Answer any 5 (5 marks each)**

13. What are the essential conditions for globalisation?
14. What are the major problems to India's export sector?
15. What are the objectives of IMF?
16. What are the roles of UNCTAD in International Business?
17. What are the Functions of WTO?
18. What are the different Non Tariff Barriers?
19. What is ASEAN? What are its objectives?
20. What are the factors influencing selection of channel of distribution in international marketing?

(5 x 5 = 25)

**Section C**

**Answer any 3 (10 marks each)**

21. Explain the role of ASEAN in the promotion of anti-dumping measures of developing national in the World.
22. Briefly explain culture, its characteristics and its various components.
23. Give a note on: a) Uruguay Round b) Doha Round c) Cancun Round.
24. What is meant by economic integration? What are the objectives of Economic Integration? What are the stages of Economic Integration?
25. Explain the meaning, nature and importance of International marketing?