

Reg. No

Name

17P3648

M. COM DEGREE END SEMESTER EXAMINATION- OCTOBER-NOVEMBER 2017

SEMESTER 3 : COMMERCE

COURSE : 16P3COMT14 ; INTERNATIONAL BUSINESS ENVIRONMENT

(For Regular - 2016 admission)

Time : Three Hours

Max. Marks: 75

Section A

Answer any 10 (2 marks each)

1. What is foreign trade?
2. What is meant by Ethnocentric Approach?
3. What is meant by Poly centric approach?
4. What do you mean by Assembly Operations in International Business?
5. What do you mean by Third country location?
6. What is meant by Franchising?
7. What is meant by TRIMs?
8. What is meant by Ministerial Conference?
9. What is meant by a Tariff barrier?
10. Expand ECGC.
11. What do you mean by Penetration Pricing?
12. Briefly explain the different advantages of international marketing from the point of view of Consumers.

10 x 2 (20)

Section B

Answer any 5 (5 marks each)

13. What are the dimensions of Globalisation?
14. What are the essential conditions for globalisation?
15. Explain the three vital institutions in a political system.
16. Differentiate between GATT and WTO.
17. What are the roles of UNCTAD in International Business?
18. What are the different Non Tariff Barriers?
19. What are the problems of International Marketing?

5 x 5 (25)

Section C

Answer any 3 (10 marks each)

20. What are the various ways in which a company can go global?
21. What are the obstacles of Globalization of Indian business? How can we overcome these obstacles?
22. Write an essay on IMF- its objectives, functions and criticism about its operations.
23. Write a note on (a) NAFTA (b) SAARC (c) BRICS.
24. Are Indian companies successful globally? Explain with evidences. What do you think to be enhanced for Indian companies to be successful globally?

3 x 10 (30)