

MCOM DEGREE EXAMINATION - OCTOBER 2015

SEMESTER: 3, SUBJECT: COMMERCE

COURSE: P3COMT13 – INTERNATIONAL BUSINESS

Time: 3 Hours

Max: Marks: 75

SECTION A

(Answer **all** questions. Each carries 2 mark)

1. What is international business environment?
2. Define international marketing.
3. What do you mean by country risks?
4. What do you mean by Tariff barriers of international trade?
5. What is SDR?
6. What is global sourcing?
7. What is anti-dumping?
8. What are the major objectives of UNCTAD?
9. What is convertibility of the rupee?
10. What is exchange rate? (2 x 10 = 20)

SECTION B

(Answer any **five** questions. Each question carries 5 marks)

11. What are the major functions of WTO?
12. Differentiate between MNCs and TNCs.
13. Explain the functions of FIPB.
14. Distinguish between green field investment and brownfield investment.
15. Differentiate between FDI and FPI.
16. How is WTO different from GATT?
17. Explain the significance of letter of credit in international business.
18. Explain the major hurdles for FDI in India. (5 x 5 = 25)

SECTION C

(Answer any **two** questions. Each carries 15 marks)

19. Explain how IMF facilitates the expansion and balanced growth of world trade?

20. Define globalisation. Explain the characteristics of a global enterprise.
21. Discuss the determinants of international investment decisions. Explain the various types of international investment.
22. Explain the nature, importance and challenges of international business

(15 x 2 = 30)