

M. COM. DEGREE END SEMESTER EXAMINATION - OCT. 2020: JANUARY 2021**SEMESTER 3 : COMMERCE****COURSE : 16P3COMT14 : INTERNATIONAL BUSINESS ENVIRONMENT***(For Regular - 2019 Admission and Supplementary - 2016/2017/2018 Admissions)*

Time : Three Hours

Max. Marks: 75

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

1. Write a short note on import substitution.
2. What is meant by a Cartel?
3. What is meant by Franchising?
4. What is meant by turnkey contracts?
5. Write a short note on IMF.
6. Write a short note on IBRD.
7. Write a short note on Uruguay Round.
8. What do you mean by Trade Dumping?
9. What do you mean by a trade barrier?
10. What do you mean by Regional Economic Integration?
11. What do you mean by environmental scanning in International marketing?
12. What is meant by EPRG?

(2 x 10 = 20)**PART B****Answer any 5 (5 marks each)**

13. What are the issues in International pricing in an unstabilised Global market?
14. What are the elements of a political system
15. What are the objectives of IDA?
16. What are the objectives of IFC?
17. What are the objectives of WTO?
18. Write a note on different advantages and disadvantages of Trade Dumping?
19. Briefly discuss on BRICS 2017 Summit.
20. What are the different stages in product development?

(5 x 5 = 25)**PART C****Answer any 3 (10 marks each)**

21. What are the different benefits and criticisms of MNCs to India?
22. What are the obstacles of Globalization of Indian business? How can we overcome these obstacles?
23. Discuss on the following: (a) GATS (b) Dispute Settlement system of WTO (c) Ministerial Conferences of WTO.
24. Discuss on the following: (a) European Union (b) ASEAN.
25. Explain the meaning, nature and importance of International marketing?

(10 x 3 = 30)