

Reg. No

Name

18P3648

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

Time : Three Hours

Max. Marks: 75

Section A

Answer any 10 (2 marks each)

1. What do you mean by global competitiveness?
2. What is OECD stands for?
3. What is absolute advantage?
4. What is Global Outsourcing strategy?
5. What is meant by Management contracting?
6. What is meant by strategic alliance?
7. Write a short note on IMF.
8. Write a short note on IDA.
9. Write a note on European Union?
10. What is meant by a Tariff barrier?
11. Briefly explain the different advantages of international marketing from the point of view of Consumers.
12. What is meant by Niche Marketing?

(2 x 10 = 20)

Section B

Answer any 5 (5 marks each)

13. What are the criticisms of MNCs?
14. What are the essential conditions for globalisation?
15. What are the elements of an economic system?
16. What are the major problems to India's export sector?
17. Differentiate between GATT and WTO.
18. What are the objectives of IDA?
19. What is the history of European Union? What are its objectives?
20. What do you mean by FDI? What are the different forms of FDI?

(5 x 5 = 25)

Section C

Answer any 3 (10 marks each)

21. What are the different benefits and criticisms of MNCs to India?
22. How Liberalization, privatization and globalization has helped India's growth in International business?
23. Briefly explain the functions of World Bank. Write a note its assistances to India.
24. Discuss on the following: (a) European Union (b) ASEAN.
25. Distinguish between domestic and international marketing. Briefly explain the international marketing management process.

(10 x 3 = 30)