

**19P246S**

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Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2020**

(CUCSS - PG)

**CC19P MC2 C06 – INTERNATIONAL BUSINESS**

(Commerce - Complementary)

(2015 to 2018 Admissions – Supplementary/Improvement)

Time: Three Hours

Maximum: 36 Weightage

**Part A**

Answer any *four* questions. Each question carries 2 weightage.

1. State any two differences between of Domestic Marketing and International Marketing?
2. What do you mean by Retrograde Pricing?
3. What is UNCTAD?
4. What is TRIPS?
5. What do you mean by FTZ's?
6. What do you mean by MFN's?

**(6 x 1 = 6 Weightage)**

**Part – B**

Answer any *four* questions. Each question carries 3 weightage.

7. What do you mean by SEZ's? Explain its advantages?
8. How does International Business help in the economic development of a nation?
9. What are the measures to control adverse BOP?
10. Define Counter Trade? Explain its types?
11. What do you mean by a Joint Venture and how are they selected?
12. Write a note on WTO?
13. Explain the role of FII in underdeveloped countries?
14. Briefly explain the structure and working of World Bank in modern World.

**(6 x 3 = 18 Weightage)**

**Part – C**

Answer any *two* questions. Each question carries 5 weightage.

15. Explain the different types of factors which influence International Business?
16. Explain the Merits and Demerits of a Globalised economy?
17. What is a tariff? Explain the different effects of tariffs.

**(2 x 6 = 12 Weightage)**

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