

**19P249**

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Name.....

Reg. No.....

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

(CUCSS - PG)

**CC19P MCM2 C09 – INTERNATIONAL BUSINESS**

(Commerce)

(2019 Admissions: Regular)

Time: Three Hours

Maximum: 30 Weightage

**Part – A**

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

1. What is Heckscher-Ohlin theory of International trade?
2. Distinguish between free trade and protectionism.
3. What is interventional franchising?
4. What is turnkey project?
5. What is Greenfield investment?
6. What is Brexit?
7. What is inbound logistics?

**(4 x 2 = 8 Weightage)**

**Part – B**

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

8. What is the scope of international business?
9. What are the uses of value chain analysis?
10. Explain the different business entry strategies.
11. What are the pros and cons of regional economic integrations?
12. What are the dimensions of international marketing strategy?
13. What are the benefits of global marketing?
14. Explain the absolute advantage theory.

**(4 x 3 = 12 Weightage)**

**Part – C**

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

15. What are the different modes of entry into international business?
16. Explain the problem and prospects of FDI in Indian Market.
17. Explain the functions and working of the WTO.
18. What are the environmental factors affecting business policy of an organization?

**(2 x 5 = 10 Weightage)**

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