

**20P249**

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Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2021**

(CUCSS - PG)

(Regular/Supplementary/Improvement)

**CC19P MCM2 C09 - INTERNATIONAL BUSINESS**

(Commerce)

(2019 Admission onwards)

Time: Three Hours

Maximum: 30 Weightage

**Part – A**

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

1. Discuss the theory of Absolute cost advantage.
2. Explain the term trade barrier.
3. Explain the term 'talent crunch' in international market.
4. What is the legal environment in international business?
5. What is the role of creative entrepreneurship in international trade?
6. How to form an economic institution?
7. What are transnational corporations?

**(4 × 2 = 8 Weightage)**

**Part – B**

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

8. How is Balance of Payment dealt?
9. What is poly centric approach in international trade?
10. Explain the theories of FDI?
11. What are the infrastructure problems faced by foreign companies in Indian market?
12. Distinguish between TRIPS and TRIMS.
13. 'World Bank plays a major role in international businesses' Explain.
14. Explain the 'Human Resource Strategy' in international business.

**(4 × 3 = 12 Weightage)**

**Part – C**

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

15. What is BOP? What are the measures to correct adverse BOP situation?
16. Explain the following mode of entry strategies with suitable examples:

i) Licensing

ii) Contract Manufacturing

iii) Franchising

iv) Exporting

v) Turnkey Projects.

17. What is a tariff? Explain the different of effects of tariffs.

18. 'MNCs played a vital role in the economic development in India'. Explain this statement with suitable examples.

**(2 × 5 = 10 Weightage)**

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