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Name:

Reg.No:

SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2022

(CBCSS - PG)

(Regular/Supplementary/Improvement)

CC19P MCM2 C09 - INTERNATIONAL BUSINESS

(Commerce)

(2019 Admission onwards)

Time : 3 Hours

Maximum : 30 Weightage

Part-A

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

1. Explain theory of absolute advantage.
2. Mention the causes for disequilibrium of BOP.
3. What are the major roadblocks for Indian companies in international market?
4. Explain International Human Resource strategy.
5. What are the various steps involved in country risk analysis?
6. Distinguish between Free Trade area and Customs union.
7. How is Human resources acquired internationally?

(4 × 2 = 8 Weightage)

Part-B

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

8. Explain the regulation of foreign trade in India.
9. What are the components of economic environment?
10. What are the benefits of FDI to host country?
11. What are the reasons for strategic global business alliances?
12. Short note on plurilateral agreement.
13. Objectives and principles of GATT.
14. Explain in detail about the International Business Strategy with necessary examples.

(4 × 3 = 12 Weightage)

Part-C

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

15. Critically examine the kinds of non tariff barriers. Explain it's effect on economy.
16. Critically evaluate different modes of entry into international business.
17. Explain in detail porter's value chain analysis.
18. Explain international marketing strategy.

(2 × 5 = 10 Weightage)
