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(Pages: 2)

Name:

Reg.No:

SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2024

(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. What are the scope of international business?
2. List out and explain the tariffs imposed to protect the domestic market.
3. What do you mean by FPI and it is different from FDI?
4. Explain the term 'International business strategy'.
5. Explain the importance of cost benefit analysis.
6. What are the major benefits of economic integration?
7. Explain the term 'International financing strategy'.

(4 × 2 = 8 Weightage)

Part-B

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

8. Corrective measures for BOP.
9. What are the features of international marketing?
10. Explain the different price quotations used in international business.
11. What are the reasons for strategic global business alliances?
12. Functions and principles of WTO.
13. Elucidate ASEAN and its objectives.
14. Stages of international business.

(4 × 3 = 12 Weightage)

Part-C

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

15. What is internationalization of business? Explain the major reasons for internationalization of business.
16. Briefly explain the components of international business environment.
17. Explain the different types of mergers.
18. Write an essay on objectives and activities of IMF.

(2 × 5 = 10 Weightage)
