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Name :

Reg. No :

SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2025

(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 mercantilism with regard to cross border business transactions.
2. List out the barriers to trade.
3. Explain the simplest foreign market entry strategy.
4. What do you mean by value chain analysis?
5. What are the important merits of joint ventures and strategic alliances?
6. Explain Uruguay Round.
7. Explain the concept of Internationalization.

(4 × 2 = 8 Weightage)

Part-B

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

8. Explain the reasons for internationalization of business.
9. What are the international environmental factors?
10. Distinguish between domestic and international market.
11. What are the steps in International strategy development.
12. Short note on plurilateral agreement
13. Short note on TRIPs.
14. Explain in detail on the strategies used to retain human resources in their organisations.

(4 × 3 = 12 Weightage)

Part-C

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

15. Discuss the key features of BOP and the impact of BOP.

16. Discuss the role of FDI in developing countries.
17. Explain the different types of mergers.
18. Explain the impact of MNCs on Indian economy.

(2 × 5 = 10 Weightage)
