

15P241

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Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, JULY 2016

(CUCSS)

CC 15P MC2 C06 - INTERNATIONAL BUSINESS

(2015 Admission)

Time: Three Hours

Maximum: 36 Weightage

Part – A (Short Answers)

Answer *all*, each question carries 1 weightage

1. What do you mean by Trade Blocs?
2. What do you mean by Retrograde Pricing?
3. What is UNCTAD?
4. What is TRIPS?
5. What do you mean by FTZ's?
6. What is a Turnkey Project?

(6 x 1 = 6 weightage)

Part – B (Short Essay)

Answer any *six*, each question carries 3 weightage

7. What do you mean by a Tariff and explain any 5 types of Tariff's?
8. Define an MNC? What are the advantages and disadvantages for a home country with an MNC?
9. What are the measures to control adverse BOP?
10. Write a short note on IMF and World Bank?
11. What do you mean by a Joint venture and how are they selected?
12. Write a note on WTO?
13. Explain the role of FII in underdeveloped countries?
14. Briefly discuss the factors affecting FDI?

(6 x 3 = 18 weightage)

Part – C (Essay Questions)

Answer any *two*, each questions carries 6 weightage

15. How does International Business help in the economic development of a nation?
16. Explain the Merits and Demerits of a Globalised economy?
17. Explain the Modes of entry in International Business?

(2 x 6 = 12 weightage)
