

**18P251**

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Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2019**

(Regular/Improvement/Supplementary)

(CUCSS - PG)

**CC15P MC2 C06 - INTERNATIONAL BUSINESS**

(Commerce)

(2015 Admission onwards)

Time: Three Hours

Maximum: 36 Weightage

**Part – A**

Answer *all* questions. Each question carries 1 weightage.

1. Define International Business.
2. Distinguish between free trade and protectionism.
3. What is UNCTAD?
4. What do you mean by Balance of Trade?
5. What is counter trade?
6. What is Transnational Corporation?

**(6 x 1 = 6 Weightage)**

**Part –B**

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

7. Explain the difference between Absolute advantage and Comparative advantage theories.
8. Briefly explain the factors affecting FDI.
9. What is the role of WTO in International Business?
10. Explain the features of MNC.
11. State the significance of BOP.
12. What do you mean by SEZ's? Explain its advantages.
13. Write short note on:
  - i) Turnkey Project.
  - ii) Management Contract.
14. Briefly explain about APEC.

**(6 x 3 = 18 Weightage)**

**Part – C**

(Essay Questions)

Answer any *two* questions. Each question carries 12 weightage.

15. Discuss on Trade Barriers. How do a Tariff and Non Tariff barrier influence International business?

16. How do a Bilateral and multilateral organisation influence the International business? Does their behaviour impact the business of Indian Companies?
17. Explain the role of International Business in economic development.

**(2 x 6 = 12 Weightage)**

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