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(Pages: 2)

Name: .....

Reg.No: .....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2023**

(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. How is International business linked with globalization?
2. What do you mean by Anti-dumping duty?
3. What is SWOT analysis? List out its importance.
4. What do you mean by value chain analysis?
5. What is meant by the term 'country risk'?
6. What are the major WTO agreements?
7. Give a brief description about MNC.

**(4 × 2 = 8 Weightage)**

**Part-B**

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

8. Explain the trade facilitation measures in FTP.
9. Difference between licensing and franchising.
10. What are the cost of FDI to home country?
11. What are the pros and cons of global expansion?
12. Short note on TRIPs.
13. Elucidate SAARC and its objectives.
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. Explain modern theories of international trade. Is the modern theories are superior to classical theories?

16. What are the threats faced by Indian companies in international market?
17. List out the major business entry strategies.
18. Write an essay on major elements of international marketing strategies.

**(2 × 5 = 10 Weightage)**

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