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Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, MAY 2018**

(CUCSS-PG)

**CC15P MC2 C06 - INTERNATIONAL BUSINESS**

(2015 Admission onwards)

Time: Three Hours

Maximum: 36 Weightage

**Part – A**

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

1. Distinguish between ethnocentrism and poliocentrism in global business.
2. Define 'counter trade'.
3. What was the impact of MFA on textile business in India?
4. Which organisation is known as the softloan window of World Bank?
5. Give the expansion of 'MERCOSUR'.
6. Mention the significance of Free Trade in promoting global business.

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

**Part –B**

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

7. Assess the role and performance of India in global trade during the post reform phase.
8. Write a brief note on various forms of Trade Barriers existing in global trade.
9. State the significance of TRIMS and TRIPS of WTO in global business.
10. Explain the concept of Leontif paradox and its present day implications on trade flows.
11. Write a brief note on 'Terms of Trade'. What are its determining factors?
12. Critically evaluate the importance of economic groupings in promotion of world trade.
13. Explain the functions played by EU in the economic growth of Europe.
14. Briefly explain the structure and working of World Bank in modern world.

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

**Part – C**

Answer any *two* questions. Each question carries 6 weightage.

15. Explain briefly the different modes used by multinationals to make their entry in global market.

16. How does the globalisation contribute to the growth of MNCs in the modern business world? Classify these multinationals based on their strategic orientations and discuss their role in the economic development of host nations.
17. Elucidate various forms of economic integration with suitable examples. How do you justify its legal status under WTO?

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

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