

19002154



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Reg. No.....
Name.....



M.Com. DEGREE (C.S.S.) EXAMINATION, NOVEMBER 2019

Third Semester

Faculty of Commerce

IB 03 C 13—INTERNATIONAL BUSINESS

(2012—2018 Admissions)

Time : Three Hours

Maximum Weight : 30

Section A

Answer any five questions.

Each answer not to exceed one page.

Each question carries a weight of 1.

1. What are the objectives of ADB ?
2. Define Transnational Company.
3. What do you mean by international market segmentation ?
4. What is Cross border merger and acquisition?
5. What is meant by Conglomerate FDI ?
6. Define Crawling Peg.
7. Explain Open account method of Payment in international trade.
8. What is meant by intercorporate transfer in international business.

(5 × 1 = 5)

Section B

Answer any five questions.

Each answer not to exceed two pages.

Each question carries a weight of 2.

9. Distinguish between domestic and international business.
10. What are the different types of exchange risks ?
11. What are the advantages of Regional Economic Co-operation ?
12. What are the differences between IMF and World Bank ?
13. Explain :
 - (a) Globalisation of Production.
 - (b) Globalisation of Technology.





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14. What are the characteristics of international business environment ?
15. Explain the ethical issues in international business.
16. What are the various measures taken for promoting international investment in India ?

(5 × 2 = 10)

Section C

Answer any three questions.

The answer should not exceed 5 pages.

Each question carries a weight of 5.

17. Explain the political and legal environment of international business.
18. Explain the principles and functions of UNCTAD.
19. Explain the stages in the development of a firm into global corporation. What are the essential conditions for globalisation ?
20. What is meant by Foreign Institutional Investors ? What are its advantages and limitations ?
21. What is meant by Counter Trade ? What are the types of Counter Trade ?
22. What do you mean by Exchange Risks ? What are different methods of managing exchange risks ?

(3 × 5 = 15)

