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Name.....9.....

Reg. No.....

SECOND SEMESTER M.A./M.Sc./M.Com. DEGREE EXAMINATION
JUNE 2020

(CBCSS)

M.Com.

MCM2C09—INTERNATIONAL BUSINESS

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer any four questions.

Each question carries 2 weightage.

1. Define International Business.
2. What is EXIM Bank ?
3. What is a letter of credit ?
4. What do you mean by dumping ?
5. What is SDR ?
6. Write a short note on Value chain analysis ?
7. Briefly describe any two Non-tariff barriers in international trade ?

(4 × 2 = 8 weightage)

Part B

Answer any four question.

Each question carries 3 weightage.

8. What are the merits of MNCs for the host countries ?
9. Give a brief note on the Comparative Cost advantage theory.
10. What are the benefits of FDI for the host countries ?
11. What are the aims and purposes of ASEAN ?
12. What do you mean by the EPRG orientation of Overseas Business ?

Turn over

13. Critically analyze the impact of Mercantilist theory in the modern-day international Business.
14. Explain the components of BOP ?

(4 × 3 = 12 weightage)

Part C

Answer any two questions.

Each question carries 5 weightage.

15. Elaborate on the factors influencing and restricting International Business Locations.
16. Comment briefly on the Macroeconomic external factors of International Business in the present day (Post Covid) world.
17. What are the main sources of funds available in International Business ?
18. Explain the different types of entry strategies in International Business.

(2 × 5 = 10 weightage)