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Reg. No. : .....

Name : .....

Second Semester M.Com. Degree Examination, May 2020

Paper IV : CO 224 : INTERNATIONAL BUSINESS

(2018 Admission onwards)

Time : 3 Hours Max. Marks : 75

SECTION A

Answer **all** questions. Each question carries **2** marks.

1. Define International business.
2. List any two advantages of International business environment.
3. What do you mean by Theory of Mercantilism?
4. Give the meaning of 'Transaction Cost Approach'.
5. What is Legal framework of International Business?
6. Explain nature of International Business.
7. What is WTO?
8. Define ''Customs Union''.
9. What do you mean by Intra Firm Trade?
10. State the major objectives of MNCs.

(10 × 2 = 20 Marks)

P.T.O.

SECTION B

Answer any **five** questions. Each question carries **5** marks.

11. Explain the framework for analyzing international business environment.
12. What are the mechanisms for controlling International Business?
13. Discuss in details the Heckscher Ohlin Theory.
14. Describe the payment terms of International Business.
15. Explain in details of Economic Integration.
16. What are the Regulatory roles played by UNCTAD?
17. Explain the Employment and labour relations.
18. Distinguish between International Business and Domestic Business.

(5 × 5 = 25 Marks)

SECTION C

Answer any **two** questions. Each question carries **15** marks.

19. Discuss the methods of entry into Foreign Markets.
20. Explain the theory of comparative advantage and absolute advantage.
21. Explain the impact of World Bank and its affiliates.
22. Discuss the motives of MNC operations in Developing Countries.

(2 × 15 = 30 Marks)

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