E – 5177

(Pages : 2)

Reg. No. : .....

Name : .....

Second Semester M.Com. Degree Examination, October 2018
Paper – IV : CO 224 : INTERNATIONAL BUSINESS
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions in **two** or **three** sentences. **Each** question carries **2** marks.

1. What is common market ?
2. State Dunning's Eclectic theory.
3. State the law of comparative advantage.
4. What are TRIPS and GSP ?
5. What do you understand by anti-dumping ?
6. State the Corporate Life Cycle theory.
7. Flexible Coordination in International Business.
8. What do you understand by turn-key project ?
9. What is country attractiveness ?
10. State Heckscher-Ohlin trade theory.

(10×2=20 Marks)

SECTION – B

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

11. Explain the Diamond-four determinants of National Competitive Advantage.
12. What are International Commodity Agreements ? How does it work ?

P.T.O.

13. Discuss the pricing challenges of a global firm.

14. What is Protectionism ? Explain the major protectionist policies.

15. What are Regional Trading Blocs ? Explain their types.

16. Briefly discuss the criterion of competition policy for developing countries.

17. Briefly explain the factors causing globalization of business.

18. Discuss Samuel-Jones model of income distribution. **(5×5=25 Marks)**

SECTION – C

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

19. Briefly discuss the major theories of international business by highlighting their applications and limitations.

20. Discuss the major production issues confronting profitability and sustainability of an international manufacturing organisation.

21. Define the term economic integration and discuss the degree and extent of it in the present day world economic order.

22. Explain the objectives of UNCTAD Programme on Commercial Diplomacy.

(2×15=30 Marks