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Reg. No.....

Name.....

M.Com. DEGREE EXAMINATION, FEBRUARY 2021

Third Semester

Faculty of Commerce

Branch—Finance

Paper XII—INTERNATIONAL BUSINESS

(For Private Registration Candidates—Regular/Supplementary/Mercy Chance and Non-CSS—College Going (2004—2011) Admissions—Special Mercy Chance Examination]

Time : Three Hours

Maximum : 75 Marks

Section A

Answer all questions.

Each question carries 2 marks.

1. Differentiate between Protectionism and Free Trade.
2. What is Globalisation ?
3. What is “factor endowment” ?
4. Explain TRIPS.
5. Describe Exim Policy.
6. What is Franchise ?
7. Describe spot market.
8. Explain Anti-Dumping Duty.
9. Explain Green field Investment.
10. Define the term ‘Make in India’.

(10 × 2 = 20 marks)

Section B

Answer any five questions.

Each question carries 5 marks.

11. Differentiate between domestic business and International Business.
12. Write a note on MNCs and International trade.

Turn over

13. Discuss the role of WTO.
14. Explain the scope of marketing Indian Products abroad.
15. Explain various problems faced in International Business.
16. Differentiate between Tariff and Non-tariff barriers.
17. What is the difference between free trade policy and protection policy.
18. Explain the driving force behind internationalisation of business.

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 10 marks.

19. Explain the kinds of Non-Tariff Barriers.
20. Analyse the reason for the growing dominance of MNCs.

(1 × 10 = 10 marks)

Section D

Answer any one question.

The question carries 20 marks.

21. Discuss in detail various components of International Business Environment.
22. Discuss briefly all the ways a firm can enter global market.

(1 × 20 = 20 marks)