

Reg. No. :

Name :

Sixth Semester B.B.A. Degree Examination, April 2018
Career Related First Degree Programme under CBCSS
Group 2(b)
Core Course : BM –1642 : INTERNATIONAL BUSINESS
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.
- 1) Explain counterfeiting.
 - 2) Explain gray market.
 - 3) What is macro business environment ?
 - 4) What is franchising ?
 - 5) Explain trade barriers.
 - 6) What is Voluntary Export Restraint ?
 - 7) What is anti-dumping ?
 - 8) Expand IBRD.
 - 9) What is economies of scale ?
 - 10) What do you meant by globalization of markets ? **(1×10=10 Marks)**

SECTION – B

- II. Answer **any 8** questions. **Each** question carries **2** marks.
- 11) Explain the nature of international business.
 - 12) Explain the comparative cost theory in international business.
 - 13) What do you mean by tariff barriers ?
 - 14) What is Patent Co-operation Treaty ?
 - 15) What is MFN Clause ?

122
E – 1883



- 16) What is embargo ?
- 17) What do you mean by exchange control ?
- 18) Define Letter of credit.
- 19) What is bill of lading ?
- 20) What is a turnkey project ?
- 21) Explain FDI.
- 22) Define a multi-national company.

(2×8=16 Marks)

SECTION – C

III. Answer any 6 questions. Each question carries 4 marks.

- 23) Explain the stages of globalization.
- 24) Differentiate specific duty, advalorem duty and compound duty.
- 25) Explain the objectives of IMF.
- 26) State the functions of World Bank.
- 27) Explain the primary functions of IFC.
- 28) Explain the essential conditions for globalization.
- 29) Explain the various anti-dumping measures in international business.
- 30) What are the factors which contributed to the growth of MNCs ?
- 31) Why international business is essential for a country ?

(4×6=24 Marks)

SECTION – D

IV. Answer any 2 questions. Each question carries 15 marks.

- 32) Briefly explain the procedure for export.
- 33) Define international business. What are the factors that force an organization to move international ?
- 34) Define business environment. Explain the various business environmental factors influencing the performance of international business.
- 35) Explain the various ways by which a domestic company can enter into an international business.

(15×2=30 Marks)