

C 44157

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Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION
AUGUST 2013**

(CUCSS)

MC 2C 06 – INTERNATIONAL BUSINESS

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. Define International Business.
2. What is an MNC?
3. Define BOP.
4. What do you understand by Free Trade Zones?
5. What is WTO?
6. Define the term Currency Risk.

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Explain the features of MNCs.
8. Explain the reason for going abroad for business.
9. State the significance of BOP.
10. State the advantages of SEZ.
11. Explain the socio-cultural influence on International Trade.
12. Distinguish between Transfer pricing and Retrograde pricing.
13. Explain the different ways of International promotions.
14. Explain the role of FII in Underdeveloped economies.

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any two questions.

Each question carries 6 weightage.

15. Explain the techniques of International Business.
16. Discuss the various risks in International Business.
17. Explain the role and functions of International Promotional agencies involved in the development of International Business.

(2 × 6 = 12 weightage)

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