

F 6600

(Pages : 2)

Reg. No.....

Name.....

M.Com. DEGREE (CSS) EXAMINATION, JANUARY 2015

Third Semester

Faculty of Commerce

IB 03 C13—INTERNATIONAL BUSINESS

(2012 admission onwards)

Time : Three Hours

Maximum Weight : 30

Section A

Answer any five questions.

Each question carries a weight of 1.

Each answer not to exceed 1 page.

1. Define International Marketing.
2. Distinguish between domestic and international business.
3. Define global enterprise.
4. State the features of legal environment of international business.
5. What is FPI ?
6. What is open account ?
7. What is Euro ?
8. State the advantages of international acquisition.

(5 × 1 = 5)

Section B

Answer any five questions.

Each question carries a weight of 2.

Each answer not to exceed 2 pages.

9. Explain trade barriers.
10. Explain the motives of firms internationalisation.
11. Discuss Foreign Investment Implementation Authority.
12. State the challenges of international business.
13. Define Flexible exchange rate. State its merits.
14. Discuss SDR.

Turn over

15. Explain international monetary system.
16. Describe various types of FDI.

(5 × 2 = 10)

Section C

*Answer any three questions.
Each question carries a weight of 5.
The answer not to exceed 5 pages.*

17. Why do firms enter international business ?
18. What are the salient features of the international monetary system under the Bretton Woods ?
What were the factors responsible for its breakdown ?
19. Describe different methods of international trade payment.
20. Discuss the challenges of international business.
21. Discuss the functions and role of WTO.
22. Describe the features, objectives and powers of Asian Development Bank.

(3 × 5 = 15)