

SECOND SEMESTER M.Com DEGREE EXAMINATION, APRIL 2021
COMMERCE
FMCM2C09: INTERNATIONAL BUSINESS

Time: 3 Hours

Maximum Weightage: 30

Part A: All questions can be answered. Each carries *two* weightage (Ceiling 6 weightage).

1. What is joint venture?
2. What is cost benefit analysis?
3. What is transnational corporation?
4. What is hard currency?
5. What is TRIMs?
6. What is counter trade?
7. What is international franchising?

Part B: All questions can be answered. Each carries *four* weightage (Ceiling 12 weightage).

8. What are the reasons for strategic global business alliances?
9. What are the pros and cons of global expansion?
10. What are the benefits of local business?
11. Explain the functions of DGFT?
12. What are the functions of international marketing?
13. Briefly explain the basic principles and objectives of South Asian Free Trade Area (SAFTA).
14. Explain the Exim Policy of India.

Part C: All questions can be answered. Each carries *six* weightage (Ceiling 12 weightage).

15. Discuss the impact of MNCs in Indian economy.
16. Enlist the various steps in the evolution of business.
17. Explain corporate strategy, business strategy and functional strategy.
18. How does the factor endowment theory explain trade between nations?