

**SECOND SEMESTER M.Com DEGREE EXAMINATION, APRIL 2023
(Regular/Improvement/Supplementary)**

**COMMERCE
FMCM2C09: INTERNATIONAL BUSINESS**

Time: 3 Hours

Maximum Weightage: 30

Part A: Answer any *four* questions. Each carries 2 weightage.

1. What is Value Chain Analysis?
2. Explain Licensing.
3. What is meant by the term "globalization"?
4. Write a note on Turn Key Projects.
5. Explain the components of BOP.
6. What is Polycentric orientation?
7. Elaborate on TRIPS.

(4 × 2 = 8 weightage)

Part B: Answer any *four* questions. Each carries 3 weightage.

8. What are the main functions of the World Trade Organization (W.T.O.)?
9. What is the difference between international trade and foreign direct investment?
10. Explain the contribution of MNCs in India.
11. What is the difference between a tariff and a non-tariff barrier to trade?
12. Explain the reasons for Internationalization of Business.
13. Explain ASEAN.
14. Illustrate the importance of International Monetary Fund.

(4 × 3 = 12 weightage)

Part C: Answer any *two* questions. Each carries 5 weightage.

15. Explain the Theories of International Trade.
16. Describe the Types of Trade Agreement.
17. Detail the Theories of Foreign Direct Investment.
18. Illustrate the various International Business Functional strategies.

(2 × 5 = 10 weightage)