

**SECOND SEMESTER M.Com DEGREE EXAMINATION, APRIL 2025**  
**(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 Ethno-centric orientation?
2. Write a short note on protectionism.
3. What is meant by TRIPS?
4. Define franchising.
5. What is meant by turnkey projects?
6. Elaborate on green field investment.
7. Define Non-Tariff Barriers in present Indian context.

**(4 × 2 = 8 weightages)**

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

8. What is PLC theory in international trade?
9. Explain value chain analysis.
10. What is totalitarianism?
11. Write a note on SDR.
12. What is meant by a TNC?
13. Write the present regulatory framework of MNCs in India.
14. Describe HO theory in International Business.

**(4 × 3 = 12 weightages)**

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

15. Explain the factors restricting internationalisation of business.
16. Discuss the prospects of foreign companies in Indian market.
17. Explain any two strategic alliances successfully implemented in the international market.
18. Discuss different stages of internationalisation of business.

**(2 × 5 = 10 weightages)**