

C 23294

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Name.....

Reg. No.....

213595

**SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2022**

[April 2021 Session for SDE/Private Students]

(CBCSS)

Master of Commerce

MCM 2C 09—INTERNATIONAL BUSINESS

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

(Covid instructions are not applicable for Pvt/SDE Students)

1. In cases where choices are provided, students can attend **all** questions in each section.
2. The minimum number of questions to be attended from the Section / Part shall remain the same.
3. The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.
4. There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.

Part A

Answer any **four** questions.

Each question carries 2 weightage.

1. What is Protectionism ?
2. What do you mean by BOP ?
3. What is licensing ?
4. Write a short notes on Greenfield Investment.
5. What is SDR ?
6. What do you understand by Vertical Integration ?
7. What is Global Company ?

(4 × 2 = 8 weightage)

Turn over

Part B

Answer any four questions.

Each question carries 3 weightage.

8. Discuss the meaning and types of Tariff Barriers in International Business.
9. Explain the Theory of Mercantilism of International
10. What is FDI ? Explain the types FDI.
11. Write a note on : (i) Franchising ; and (ii) Contract manufacturing.
12. Discuss the meaning and functions of WTO.
13. Describe the meaning and Levels of Regional economic integration ?
14. Explain the meaning and benefits of MNC.

(4 × 3 = 12 weightage)

Part C

Answer any two questions.

Each question carries 5 weightage.

15. What is International Business ? Explain the reasons to enter in to International Business.
16. What is Disequilibrium in Balance of payments ? Describe its causes.
17. What are the different modes of foreign market entry strategies ?
18. What is IMF? Explain its objectives and Functions.

(2 × 5 = 10 weightage)