

(Pages : 2)

T – 6457

Reg. No. :

Name :

Second Semester M.Com. Degree Examination, September 2024

Paper IV — CO 224 : INTERNATIONAL BUSINESS

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions. **Each** question carries **2** marks.

1. How is WTO different from GATT?
2. Which are institutions forming part of World Bank Group?
3. What are turnkey projects?
4. What is meant by brown field investment strategy?
5. Maruti Suzuki is a classic example of an ownership venture. Identify and elaborate the features.
6. Why are multinational companies also known as multi domestic companies?
7. What is entrepot trade?
8. Illustrate absolute advantage theory with example.
9. What are non tariff barriers? Give examples.
10. European Union signifies a form of trade bloc. Identify the same and explain.

(10 × 2 = 20 Marks)

P.T.O.



SECTION – B

Answer **any five** questions. **Each** question carries **5** marks.

11. International business is an expansion of domestic business. Comment.
12. Describe the different stages of internationalization.
13. Explain the Product Life Cycle theory in the context of international trade.
14. Discuss the major functions of IMF.
15. Give the major classifications of FDI.
16. Distinguish between ADR and GDR.
17. Which are the two major routes for FDI approval in India?
18. Which principles are regarded as the foundations of WTO's multilateral trading system?

(5 × 5 = 25 Marks)

SECTION – C

Answer **any two** questions. **Each** question carries **15** marks.

19. Describe the different modes of foreign market entry highlighting the pros and cons of each mode.
20. Elaborate the major external factors influencing the global business environment.
21. Explain briefly :
 - (a) FTA
 - (b) Customs Union
 - (c) Common market
 - (d) Economic Union and
 - (e) Political Union
22. Which are the major methods of payment in international business?

(2 × 15 = 30 Marks)

