

S.NO: 22N1- PC

Course Code: PGCL

A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM

(AUTONOMOUS)

M. Com Degree Examination

III Semester – November – 2022

CC XII – INTERNATIONAL BUSINESS

Time: 3 hours

Maximum Marks: 75

Section –A

10X2=20

Answer **ALL** the Questions

1. Define International business.
2. List out any three objectives of International trade.
3. Can you recall the meaning of Franchising?
4. What do you understand by Merger?
5. Explain the term Cultural Environment.
6. What do you mean Global Trading Environment?
7. What is current account in BOP?
8. What is meant by B.O.P disequilibrium?
9. Write a short note on World Bank.
10. List out the objectives of ADB.

Section -B

5X5=25

Answer **ALL** the Questions

11. a) List out the main factors influencing in International Business.

(Or)

b) How is international business different from domestic business?

12. a) What are the motivating factors for a firm to enter international business?

(Or)

b) Examine the suitability of joint ventures as a method of entering into international business.

13. a) What are the political risks that an international firm faces in its home country?

(Or)

b) Give an account of the way culture influences decision making in international business.

14. a) List out the various components of BOP.

(Or)

b) Discuss the recent trends of BOP of our country.

15. a) Write a short notes on:

(i) World Bank (ii) IFC (iii) ADB

(Or)

b) List out the main objectives of IMF.

Section -C

3 X 10 = 30

Answer any **THREE** Questions

16. Describe the problems of international business.
17. Explain the five international market entry strategies.
18. Describe the major causes and effect of global environmental problems.
19. Evaluate devaluation as a method of correcting balance of payments disequilibrium. Explain its mechanism.
20. Discuss the objectives and functions of WTO.

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