

QP Code: P25B032

Reg. No :

Name :

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

II SEMESTER (CBCSS-PG) DEGREE EXAMINATION, MARCH 2025

M Com

MCM2C09 : INTERNATIONAL BUSINESS

2024 Admission Onwards

Time:3 Hours

Maximum Weightage:30

Part A

*Short answer type questions: Answer **any four** questions. Weightage 2 for each question.
(4x2 = 8 Weightage)*

1. Define Protectionism. [BTL1]
2. Show how the theory of Absolute Advantage works with an example. [BTL3]
3. Examine the challenges of International Business. [BTL4]
4. Interpret the concept of globalization. [BTL2]
5. Examine the Cost Benefit Analysis. [BTL4]
6. Explain TRIPS. [BTL2]
7. Explain transfer of Technology. [BTL2]

Part B

*Short essay-type questions: Answer **any four** questions. Weightage 3 for each question.
(4x3 = 12 Weightage)*

8. Describe the measures taken by the government to promote foreign trade in India. [BTL2]
9. Analyse the factors that restrict internationalisation of business. [BTL4]
10. Discuss in detail the various theories of International Investment. [BTL1]
11. What is disequilibrium in BOP? How it can be corrected? [BTL3]
12. Describe Special Drawing Rights (SDRs). [BTL2]
13. Explain the functions and objectives of South Asian Free Trade Area (SAFTA). [BTL5]
14. Discuss the dimensions of International marketing strategy. [BTL3]

Turn Over

Part C

*Essay-type questions: Answer **any two** questions. Weightage 5 for each question.
(2x5 = 10 Weightage)*

15. Explain the various management orientations of overseas business. [BTL2]
16. Explain in detail the problems and the prospects of FDI in Indian market. [BTL4]
17. Explain in detail the different business entry strategies. [BTL5]
18. Examine the organizational structure of multinational corporations (MNCs) and discuss its key features. [BTL4]
