

C 83758

Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2015**  
**(CUCSS)**

**MC 2C 06--INTERNATIONAL BUSINESS**  
**(2010 Admissions)**

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer all the questions.*  
*Each question carries 1 weightage.*

1. What is meant by counter trade ?
2. What is ECGC ?
3. What is meant by FDI ?
4. List the factors affecting pricing.
5. What is the duty of SAARC ?
6. Expand LAFTA.

(6 x 1 = 6 weightage)

**Part B**

*Answer any six questions.*  
*Each question carries 3 weightage.*

7. Brief the differences between Tariff and Non-tariff barriers.
8. State on "Balance of payment".
9. List out the factors involved in World Business Environment.
10. How does foreign collaboration help the business to develop ?
11. What are the types of International investment ?
12. Write a short note on International channel system and Logistics.
13. What are the benefits of Special Economic Zone ?
14. Brief about NAFTA.

(6 x 3 = 18 weightage)

**Part C**

*Answer any two questions.*  
*Each question carries 6 weightage.*

15. Explain the reasons for going abroad for Business.
16. How the functions of Transnational and Multinational Corporation help in profits.
17. What are different types of Trade promotions ? Explain in detail.

(2 x 6 = 12 weightage)