

C 63222

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Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2014**

(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 the scope of International Business ?
2. How is Balance of Payment dealt ?
3. What is meant by Currency risk ?
4. What is Bill of Lading ?
5. Define "Personal Selling".
6. What is UNCTAD ?

(6 x 1 = 6 weightage)

**Part B**

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

7. Write short notes on :
  - (i) Sub-Contracting.
  - (ii) Joint ventures.
8. How does culture of a country impacts Global Business ?
9. List out and explain the different types of risk in International Business.
10. Explain the mode of entry strategies in International Scenario.
11. Briefly discuss about the factors affecting FDI.
12. Explain the factors that affect Pricing?
13. Briefly explain about APEC.
14. Discuss on Trade Blocks.

(6 x 3 = 18 weightage)

**Turn over**

## Part C

*Answer any two questions.*

*Each question carries 6 weightage.*

15. Discuss on Trade Barriers. How does a Tariff and Non-Tariff barrier influence International Business ?
16. Elaborate on how different types of risk are managed in the world of Business Environment.
17. How does a **Bilateral** and Multilateral organisation influence the International Business ?  
their behaviour impact the business of Indian Companies ?

(2 x 6 = 12 weightage)