

**M.Com(CS) DEGREE EXAMINATION, NOVEMBER 2019**  
**I Year I Semester**  
**International Business**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer any **TEN** questions

1. Define International Business.
2. Define Industrial Policy.
3. What is meant by Foreign Investment?
4. What do you mean by Joint Venture?
5. What do you mean by WTO?
6. Expand EFTA and SAFTA.
7. Define Export Finance.
8. What is Free Trade Zone?
9. What is Quality Control?
10. Define Letter of Credit.
11. What is Domestic Marketing?
12. What is Excise Clearance?

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

13. Explain the scope of International Marketing.
14. State the features of Collaboration.
15. Explain European Free Trade Zone.
16. Explain the importance of Globalization.
17. Bring out the commercial risks covered by ECGC.
18. Explain the needs for Pre-shipment Inspection.
19. What are the recent trends in Indian Foreign Trade?

**Section C** ( $2 \times 15 = 30$ ) Marks

Answer any **TWO** questions

20. Enumerate the barriers involved in international marketing.
21. Explain the role of WTO in international business.
22. Explain the different modes of Export.
23. Discuss the export procedures for executing an Export Order.

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