



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION –COMMERCE

FIFTH SEMESTER – APRIL 2019

16UCO5ES04– INTERNATIONAL TRADE PROMOTION

Date: 24-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer All questions(10 x 2=20 Marks)

1. What is multinational Trade?
2. What is meant by franchising?
3. What is meant by Software Technology Parks.?
4. What is Global supply chain?
5. What is the purpose of Export houses?
6. What is 'SME Exports'?
7. What is meant by Distribution strategy in overseas business?
8. What is meant by International Finance?
9. What is 'Export Oriented Units'?
10. Write note on anti-dumping strategy.

SECTION – B

Answer any Four questions(4 x 10 = 40 Marks)

11. Explain the basic strategies in International business?
12. What are the differences between GATT and WTO?
13. Write note on DGFT and its functions.
14. What is World customs organization? What are the functions?
15. Write note on Global Advertising Strategy.
16. State the factors influencing financing decisions of Multinationals.
17. What are the Functions of Indian Institute of Foreign Trade?

SECTION – C

Answer any Two questions(2 x 20 = 40 Marks)

18. Explain functions of Export Credit Guarantee Corporation of Indian Ltd.
19. Explain the features and objectives of special economic zones.
20. Explain the marketing strategies for entering in international business.
20. Explain the global pricing strategies with examples.
