

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.A., B.SC., BBA DEGREE EXAMINATION – ECO., COMP.APPL. & BUSI.ADMIN.

THIRD SEMESTER – NOVEMBER 2013

CO 3206 - INTERNATIONAL BUSINESS

Date : 13/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL the Questions

(10x2 = 20 Marks)

1. Why is 'Globalization' useful to 'Developing Countries'?
2. Specify any two objects of 'International Trade'.
3. What do you mean by 'Tariff Barriers'?
4. How is 'International Espionage' considered as an illegal practice?
5. How does 'Foreign Marketing' differ from 'International Business'?
6. Is 'Cultural Nuance' an obstacle to 'International Trade'? Give reason.
7. When a country has a 'Trade Deficit' as well as a 'Trade Surplus' in its 'Balance of Trade'?
8. State any two types of 'International Financial Instruments'.
9. Mention any two advantages of 'Multilateral Trade Laws'.
10. What is the Significance of 'International Convention on Competitiveness'?

SECTION – B

Answer any FOUR Questions

(4 x 10 = 40 Marks)

11. Explain the importance of 'International Business'.
12. Briefly explain the dimensions and stages in Globalization.
13. What are the features of International Business Environment?
14. Specify and explain briefly the Non-Tariff Barriers to International Business.
15. What are the problems in International Marketing?
16. Explain the functions of the Asian Development Bank.
17. Write a note on the dispute Settlement Mechanism under World Trade Organization (WTO).

SECTION – C

Answer any TWO Questions

(2 x 20 = 40 Marks)

18. Explain the features, advantages and disadvantages of International Business.
19. Discuss the political, social, economic, cultural, and Ethical Factors affecting International Business.
20. Describe the features, functions and objectives of the 'International Monetary Fund'.
21. Briefly explain the features, functions and objectives of the World Bank.
