



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A., B.B.A. & B.C.A DEGREE EXAMINATION – ECONOMICS, BUSI. ADMIN. & COM. APPLI.

THIRD SEMESTER – NOVEMBER 2015

CO 3206 - INTERNATIONAL BUSINESS

Date : 12/11/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION-A

Answer ALL the Questions:

(10 x 2 =20 Marks)

1. State the reason why 'Integration of Economies' is possible in international business.
2. What is a 'Trade Bloc' in international trade ?
3. What is 'anti-dumping duty' ?
4. Specify the meaning of 'PEST Analysis' in international business environment.
5. Write the four elements of 'International Marketing'.
6. List out the three sets of environment in which international trading firms operate.
7. How does 'Balance of Trade' differ from 'Balance of Payments'?
8. State the main difference between primary market and secondary market.
9. What is the purpose of 'Dispute Settlement Mechanism' under the 'World Trade Organization'?
10. Mention the reason why 'Patent Law' is significant to an inventor.

SECTION-B

Answer any FOUR Questions:

(4 x 10 = 40 Marks)

11. Briefly explain the Approaches of 'International Business'.
12. State and explain the 'Theory of International Factor Movements'.
13. What are the features of 'International Business Environment' ?
14. Specify and explain the types of 'Tariff Barriers to International Trade'.
15. Specify the differences between 'Direct Exporting' and 'Indirect Exporting'.
16. Explain the functions of 'International Financial Markets'.
17. Briefly explain the basic principles of the 'World Trade Organization' .

SECTION-C

Answer any TWO Questions:

(2 x 20 = 40 Marks)

18. Analyze in detail the impact of Globalization on Indian Business Firms.
19. Describe the various determinants of 'International Business Environment'.
20. Discuss in detail the various advantages and disadvantages of 'Global Marketing'.
21. Describe the causes and measures of adverse balance of payments in India.
