



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – COMMERCE**

**FIFTH SEMESTER – NOVEMBER 2019**

**17UCO5ES04 – INTERNATIONAL TRADE PROMOTION**

Date: 06-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**SECTION – A**

**(10 x 2=20 Marks)**

**Answer ALL questions**

1. What is World Customs Organization?
2. What is meant by Export Promotion?
3. What is meant by Star Trading Houses?
4. Briefly explain export oriented units?
5. What is penetration pricing?
6. What is global supply chain?
7. Write note on Investment Decision.
8. What is global value chain?
9. What is SME Exports?
10. Write note on Anti-Dumping?

**SECTION – B**

**(4 x 10 = 40 Marks)**

**Answer any FOUR questions**

11. What are objectives of export promotion councils?
12. Explain Special Economic Zones
13. Briefly explain Software Technology Parks.
14. Explain international Advertising
15. Briefly the functions of DGFT.
16. Explain the purpose of WCO
17. What are the GATT and WTO?

**SECTION – C**

**(2 x 20 = 40 Marks)**

**Answer any TWO questions**

18. Explain the various stages of international business.
19. Explain the pricing strategies in international marketing.
20. Narrate the functions of Indian Institute of Foreign Trade
21. Explain the documents involved in International Trade.

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