

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



**B.A.DEGREE EXAMINATION –ECONOMICS**

**THIRD SEMESTER – APRIL 2018**

**CO 3206– INTERNATIONAL BUSINESS**

Date: 04-05-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART – A**

Answer **ALL** questions

**(10x2= 20 Marks)**

1. What is meant by trade block?
2. Write note on 'Tariff'.
3. State the meaning of globalization.
4. What is international marketing?
5. Comment on 'Turnkey Project'.
6. Write the meaning of bilateral agreement.
7. Give the meaning of Import finance.
8. What is international financial instrument?
9. What do you mean by patents?
10. What is global entry?

**PART – B**

Answer any **FOUR** questions.

**(4x10= 40 Marks)**

11. Give reasons for firms to go for International Marketing.
12. Distinguish between BOT and BOP.
13. Explain the any two modern theories of international trade.
14. Enumerate the tariff and non tariff barriers of international business.
15. Describe the export finance offers by financial institution.
16. Elucidate the problems in the implementation of dispute Settlement Mechanism of MSB
17. WTO rules make life easier for all. Do you agree with the statement? Why.

**PART- C**

Answer any **TWO** questions

**(2x20 = 40 Marks)**

18. What are the different strategic alternatives for entering a foreign market available to an international marketer?
19. Describe the forces affect the international business.
20. Discuss the history and process of globalization.
21. Enumerate the functions of IMF and World Bank.

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