



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2025



UCO 5604 – INTERNATIONAL TRADE AND PROMOTION

Date: 08-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Match the following

- | | | | |
|----|--------------------------------------|---|--|
| a) | World Trade Organization | - | Provides training and research on packaging technology |
| b) | Directorate General of Foreign Trade | - | Trade facilitation center for global business |
| c) | Madras Export Processing Zone | - | Promotes international trade rules |
| d) | Indian Institute of Packaging | - | Regulates India's foreign trade policies |
| e) | Indian International Trade Centre | - | Export promotion zone in Chennai |

2. Fill in the blanks

- | | |
|----|---|
| a) | _____ is a mode of entering foreign markets through investment. |
| b) | A value chain is a set of activities that an organization carries out to create value for its _____. |
| c) | The _____ plan includes the brand's value, market position, purpose, vision, and ideal customer. |
| d) | International logistics is a process that involves the _____ of finished goods through an international supply chain. |
| e) | Financing Decisions include an Inflow of _____. |

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. True or False

- | | |
|----|---|
| a) | India is not a member of the World Trade Organization (WTO). |
| b) | International Arbitrage Strategy involves taking advantage of price differences in different markets. |
| c) | Biotechnology Parks are solely focused on software development for international trade. |
| d) | International logistics plays no role in a company's operations strategy. |
| e) | The SME Export Promotion Council of India is responsible for promoting small and medium enterprises' exports. |

4. Definitions

- | | |
|----|----------------------------|
| a) | International Trade. |
| b) | Export Houses. |
| c) | Special Economic Zones. |
| d) | Shipping Conference lines. |
| e) | Financing Decisions. |

SECTION B - K3 (CO2)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

- | | |
|----|---|
| 5. | Illustrate and explain the WTO and its implications to India. |
| 6. | List out the four basic strategies of International Business. |
| 7. | Write down the different methods of branding. |

8.	Enumerate the functions of Indian Institute of foreign trade.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	Distinguish between Investment decisions and financing decisions.
10.	Analyse the activities involved in export-oriented units.
11.	Narrate the role and functions of export houses.
12.	Classify the types of dumping.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Explain the different modes of International Business.
14.	State the Trade promotional organisations and their marketing strategies.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Describe the evolution and scope of International logistics.
16.	Summarise the various activities of Indian International Trade Centre.

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