



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2019

16UCO6MS04– INTERNATIONAL BUSINESS

Date: 11-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER ALL THE QUESTIONS:

10X2 = 20 Marks

1. What is meant by international business?
2. Write note on “NAFTA”.
3. What is meant by Franchising?
4. Write note on Green Field Investment.
5. What is meant by “FDI”?
6. Write note on “ASEAN”.
7. What are called Regional Trade Blocks?
8. What is pre-shipment credit?
9. What is meant by Invoice Financing?
10. What is joint venture?

PART B

ANSWER ANY FOUR QUESTIONS:

4X10 = 40 Marks

11. Explain the importance of international business.
12. What are the factors affecting Global Competitiveness?
13. Explain the modern theories of international business.
14. What is IMF? What are its objectives?
15. Explain the cultural and social factors that affects international business
16. Explain the reasons to go for international marketing.
17. What are the functions of Asian Development Bank?

PART C

ANSWER ANY TWO QUESTIONS:

2X20 = 40 Marks

18. Explain the features of international markets.
19. Describe external environment of international business.
20. Explain the various types of money market instruments used in international business.
21. Describe the functions, role and the benefits of World Bank.
