

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



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

**FIFTH SEMESTER – APRIL 2022**

**18/17/16UCO5ES04 – INTERNATIONAL TRADE PROMOTION**

Date: 20-06-2022  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION – A**

**Answer All Questions**

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

1. What is 'WCO'?
2. Mention any two objectives of the EOU Scheme.
3. What is 'Licensing'?
4. Brief out Tariff Barriers.
5. What is meant by Global Advertising?
6. What is a Star Trading House?
7. Write short notes on Anti-Dumping.
8. What is 'FDI'?
9. What is 'Green Field Investment'?
10. Write a note on the Chamber of Commerce.

**SECTION – B**

**Answer any FOUR Questions**

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

11. What are the highlights of foreign trade Policy 2015-20?
12. Explain the Non-Tariff Barriers
13. Discuss the strategies for successful Global Branding.
14. What are the functions of DGFT?
15. Explain the objectives of Export Houses.
16. Briefly explain the functions of Exim Bank.
17. What are the benefits of Bio-Technology Park?

**SECTION – C**

**Answer any Two Questions**

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

18. Explain the various forms of market entry strategies in Global Business.
19. Describe the functions and benefits of SEZs in India.
20. What is ECGC? Explain its functions and Importance in International Business.
21. Describe the various pricing strategies adopted in International

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