



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.SC., B.B.A., B.A. DEGREE EXAMINATION – COM.APPLI., BUS. ADMIN., ECO.

THIRD SEMESTER – NOVEMBER 2014

CO 3206 - INTERNATIONAL BUSINESS

Date : 08/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL the Questions:

(10x2=20 Marks)

1. Define the term 'International Business'.
2. Specify any two objectives of Trade Bloc.
3. State any two factors of the 'International Business Environment'.
4. What is 'Ad valorem duty'?
5. Mention the three rules of foreign market entry mode selection.
6. How does 'International Business' differ from 'International Marketing'?
7. List out any two types of 'Derivatives'.
8. Why is 'Hybrid Financial Instrument' considered important?
9. Write any two principles of the trading system of the World Trade Organisation.
10. What is 'Patent Law'?

SECTION – B

Answer any FOUR Questions:

(4x10=40 Marks)

11. Explain the nature of 'Global Business'.
12. What are the differences between 'Domestic Business Operations' and International Business Operations'?
13. State and explain the types of 'Non-Tariff Barriers'.
14. Explain the process of selecting foreign markets.
15. What are the functions of 'Financial Markets'?
16. Specify and explain the differences between 'Balance of Trade' and 'Balance of Payments'.
17. Briefly describe the 'Dispute Settlement Procedure' under World Trade Organization.

SECTION – C

Answer any Two Questions:

(2x20=40 Marks)

18. Discuss the importance of 'Trade Blocs' in International Marketing.
19. Elucidate the factors that affect International Business.
20. Explain briefly the 'Global Market Entry Modes'.
21. Explain the advantages and disadvantages of 'International Financial Markets'.
