



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A., B.C.A., B.B.A. DEGREE EXAMINATION – ECO. COM. APP., BUSI. ADM.

THIRD SEMESTER – NOVEMBER 2016

CO 3206 - INTERNATIONAL BUSINESS

Date: 10-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL QUESTIONS:

10 X 2 = 20 MARKS

1. What is Globalization?
2. What are Quantitative Restrictions?
3. What is Franchising?
4. What is Ad valorem duty?
5. Why was IMF established?
6. Differentiate between balance of trade and balance of payments.
7. Distinguish between deflation and devaluation.
8. What is exchange depreciation?
9. What is polycentric marketing?
10. What is TRIPS?

PART – B

ANSWER ANY FOUR QUESTIONS:

4 X 10 = 40 MARKS

11. Explain the nontariff barriers confronting an international marketer.
12. What are the merits and demerits of globalization?
13. Explain the features of pre shipment and pro shipment finance.
14. What methods are available for correcting an adverse balance and payment?
15. Explain the characteristics of international marketing.
16. What are the advantages of having a system of fixed rate of exchange?
17. Explain the functions of the Asian Development Bank.

PART – C

ANSWER ANY TWO QUESTIONS:

2 X 20 = 40 MARKS

18. Explain the classical theory of foreign trade with examples.
19. Critically evaluate the working of IMF.
20. Explain the various methods of entering into foreign markets.
21. What are the cultural factors to be observed while doing business in China?
