



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ECONOMICS & BUSI.ADMIN.

THIRD SEMESTER – NOVEMBER 2017

CO 3206 - INTERNATIONAL BUSINESS

Date: 15-11-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION A

Answer all the questions:

10x2 = 20 Marks

1. What is meant by international business?
2. Who are known as the twins of Bretton woods?
3. What is international liquidity?
4. What does IBRD stand for?
5. What is the main objective of WTO?
6. What is the difference between balance of trade and balance of payment?
7. What is devaluation?
8. What is ad valorem duty?
9. What is polycentric marketing?
10. What is TRIPS?

SECTION B

Answer any FOUR questions:

4x10 = 40 Marks

11. Explain the characteristics of international marketing.
12. What are the functions of Asian Development Bank?
13. What are the advantages and disadvantages of having fixed rate of exchange?
14. Explain the classical theory of foreign trade.
15. What methods are available for correcting an adverse balance of payments?
16. State the reasons for international marketing.
17. What are the possible solutions to the shortage of international liquidity?

SECTION C

Answer any TWO questions:

2x20 = 40 Marks

18. Evaluate the working of WTO.
19. What are the advantages and disadvantages of globalization?
20. How are foreign markets assessed economically, politically and socially for international marketing?
21. Critically evaluate the working of IMF.

\$\$\$\$\$\$\$\$