



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

**B.A. DEGREE EXAMINATION – ECONOMICS**

**THIRD SEMESTER – NOVEMBER 2018**

**CO 3206 – INTERNATIONAL BUSINESS**

Date: 30-10-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART – A**

Answer **ALL** questions

(10x2= 20 Marks)

1. What is meant by globalization?
2. What is international financial instrument?
3. What is international marketing?
4. Brief out the term 'Turnkey Project'.
5. Write the meaning of bilateral agreement.
6. Give the meaning of Export finance.
7. What is ad valorem duty?
8. What do you mean by Franchise?
9. What is 'Joint Venture'?

**PART – B**

Answer any **FOUR** questions.

(4x10= 40 Marks)

10. What are the reasons for entering in to International Business?
11. What are the functions of Asian Development Bank?
12. Explain the modern theories of international trade.
13. Enumerate the tariff and non-tariff barriers of international business.
14. Distinguish between Balance of Trade and Balance of Payment.
15. Write reasons for entering in to international business.
16. State the reasons for international marketing.

**PART- C**

Answer any **TWO** questions

(2x20 = 40 Marks)

17. Explain in implications of WTO for India.
18. Describe the factors influencing international business.
19. Discuss the merits and demerits of globalization.
20. Explain the functions of IMF and World Bank in detail.

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