



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2022

17/18UCO5ES04 – INTERNATIONAL TRADE PROMOTION

Date: 30-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART– A

Answer All the Questions:

(10 X 2= 20Marks)

1. What is an Export Promotion Council?
2. Define World Customs Organization.
3. Write a short on DGFT.
4. What do you understand by International Value Chain?
5. What is a Commodity Boards?
6. Write short note on Biotechnology park.
7. What is Export Inspection Council?
8. What do you meant by Freight Investigation Bureau?
9. Define Investment decision.
10. What is International Investment Centers?

PART– B

Answer any FOUR questions:

(4 X 10 =40 Marks)

11. Explain the reason for International Business.
12. What are the scope and benefits of International business?
13. Elucidate the role and functions of Export Houses.
14. Explain the four basic strategies of International Trade.
15. List out the three alternative service pricing strategies.
16. Enumerate the dumping and anti-dumping strategy in India.
17. Distinguish between Invest decision and Financing decision.

PART– C

Answer any TWO questions:

(2 X 20 =40 Marks)

18. Describe the various forms of International Business.
19. State the different modes of market entry strategy.
20. Discuss the factors governing international pricing.
21. Narrate the functions of India International Trade Centre.

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