

SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2018

(CUCSS-PG)

Commerce

MC 2C 6—INTERNATIONAL BUSINESS

(2015 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer all questions.

Each question carries 1 weightage.

1. Differentiate between Protectionism and Free trade.
2. Give meaning for Modes of Entry.
3. What is Globalization ?
4. What are TRIPS ?
5. What is dumping as defined by WTO ?
6. What are the meanings of ADB ?

(6 × 1 = 6 weightage)

Section B

Answer any six questions.

Each question carries 3 weightage.

7. What is International Trade ? Write a note on theories of international trade.
8. Discuss the merits and demerits of management contracting and contract manufacturing.
9. Give a brief account of international licensing ?
10. Write note on MNCs and International Trade.
11. Write a note on the current foreign trade policy in India.
12. Give brief account of GATS.
13. Discuss the role of WTO.
14. Evaluate the World Bank's assistance to India.

(6 × 3 = 18 weightage)

Turn over

Section C

*Answer any two questions.
Each question carries 6 weightage.*

15. When is Joint Venture (JV) an appropriate strategy ? Describe the types of JVs with example and the challenges faced by JVs.
16. Analyze the reason for the growing dominance of the MNC.
17. Give a brief account of the WTO Agreement.
18. What is regional economic integrations ? What are the various form of regional economic corporation ?

(2 × 6 = 12 weightage)