

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641 043**

Master's Degree Examination – November 2018

III Semester

**Class : II PG
Major : Commerce**

**Time :3 hours
Max. Marks: 60**

17MCCC15 International Business

Part-A

10 x 1/2=5

Choose the correct answer

1. The process of integration of economics across the world is called
 - a. Centralization
 - b. Privatization
 - c. Globalization
 - d. Liberalization
2. The scope of business, prospects and business strategy is called
 - a. Economic environment
 - b. Demographic environment
 - c. Political environment
 - d. Technology environment
3. Quota regulations are generally administrated by means of _____ .
 - a. Licensing
 - b. Agreement
 - c. Arrangement
 - d. Quotation
4. GATT stands for
 - a. General Arrangement on Tariffs and Trade
 - b. General Agreement on Tariffs and Trade
 - c. General Augment of Tariffs and Trade
 - d. General All Tariffs and Trade
5. A deliberate reduction of the value of national currency in terms of other currency is called ----- .
 - a. Valuation
 - b. revaluation
 - c. devaluation
 - d. appreciation
6. ECU stands for
 - a. European Country Unit
 - b. European Currency Unit
 - c. European Counter Unit
 - d. European Count Unit
7. The International Monetary Fund was established in the year
 - a. 1942
 - b. 1945
 - c. 1935
 - d. 1948
8. UNIDO stands for
 - a. Unit Nations Industrial Development Organization
 - b. United Number of Industrial Development Organization
 - c. United Nations Industrial Development Organization
 - d. Unit Nations Individual Development Organization
9. _____ aims at persuading the trade to deal in the product and the consumers to go for it.
 - a. Promotion
 - b. Advertising
 - c. Selling
 - d. Distribution
10. ITPO stands for
 - a. Indian Transfer Promotion Organization
 - b. India Trade Promotion Organization
 - c. Indian Trade Policies Organization
 - d. Indian Trade Pre Organization

Part B

5 X 4=20

Answer the following
Answer should not exceed 200 words or one page

- 11.a. What are the essential conditions for globalization?
(Or)
- 11.b. Write a note on the types of International Business.
- 12.a. State the objectives of Protection.
(Or)
- 12.b. State the benefits of WTO.
- 13.a. Write a short note on make or buy decision.
(Or)
- 13.b. What are the functions of foreign exchange market?
- 14.a. What are the objectives of Asian Development Bank?
(Or)
- 14.b. What are the functions of UNCTAD?
- 15.a. List out the process of personal selling in International Market.
(Or)
- 15.b. What are the important factors affecting International HRM?

Part C

5 x 7=35

Answer the following
Answer should not exceed 600 words or three pages

- 16.a. Explain the benefits of Globalization.
(Or)
- b. Discuss about the social issues in International Business.
- 17.a. Examine the important arguments for environmental protection.
(Or)
- b. Explain the objective and principles of GATT.
- 18.a. Examine the importance and issues of global sourcing.
(Or)
- b. Discuss about the different types of exchange rate regimes and how they work?
- 19.a. Discuss the functions and role of IMF.
(Or)
- b. Discuss about the factors affecting International Investment.
- 20.a. Explain the important factors affecting International Pricing.
(Or)
- b. Explain the important determinants of International Staffing Policy.