



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination – June 2021
IV Semester

Class : II M.Com
Major : Commerce

Time: 3 hours
Max. Marks: 100

17MCOC22 International Business

Course Outcomes:

1. Understand the concept of globalization and analyze the International Business Environment
2. Acquire knowledge on International Trade agreements and Trade Strategies
3. Learn on International logistics system and monetary system
4. Understand to International Economic Organization
5. Understand the Foreign Direct Investment and its impact on Indian business.

Part A

10 x 1 = 10

Choose the correct answer

1. -----means the flows of ideas, capital, commodities and people across different parts of the world. CO1: K1
a. Globalisation b. Liberlization c. Privatisation d. Internal Trade
2. -----is the application of knowledge which redefines the boundaries of global business. CO1: K2
a. Cultural values b. Economy c. Technology d. Society
3. This is only legal agreement and it is not an institution but ----- is a permanent institution. CO2: K1
a. GATT, WTO b. WTO GATT c. WTO, IMF d. IMF GATT
4. SEZ means----- CO2: K1
a. Special European Zone b. Special Economic Zone
c. South Economic Zone d. None of the above
5. The initial stage of the supply chain process is the----- CO3: K2
a. Sourcing Stage b. Organizing Stage c. Planning stage d. Directing Stage
6. The price of one currency in terms of another is known as----- CO3: K1
a. Foreign exchange rate b. Trade rate c. Interest rate d. Balance of Payment
7. IBRD (International Bank for Reconstruction and Development) also known as----- CO4: K1
a. Exam Bank b. World Bank
c. International Monetary fund d. International Bank
8. More expansion of foreign direct investment can boost ----- CO4: K2
a. Money circulation b. Demand c. Employment d. Unemployment
9. In International Marketing _____ factors affects international marketing decisions. CO5: K2
a. Political b. Economical c. Social d. All of the above
- 10.----- is the term used for organization that manage their human resources activities at an international level. CO5: K1
a. International Human Resource Management b. Human Resource Management
c. Personnel Management d. None of the above

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

- 11.a. How does globalization help the economy? CO1 K2
(or)
11.b. State the Social issues in international business. CO1 K2
- 12.a. Explain about GATT AND WTO. CO2 K2
(or)
12.b. State and Explain three characteristics of export processing zones? CO2 K2
- 13.a. Explain about the importance of supply chain management. CO3 K3
(or)
13.b. Write a short note on a.EMS b.ECU CO3 K3
- 14.a. Write and explain about the lending process of IMF. CO4 K3
(or)
14.b. Describe about various types of Foreign Private Investment. CO4 K3
- 15.a. Describe about International Human Resource Management. CO5 K4
(or)
15.b. State the Role and Importance of personal selling in International Marketing. CO5 K4

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

- 16.a. Elucidate the Elements international business environment. CO1 K2
(or)
16.b. State the Impact of globalization in the Indian economy. CO1 K2
- 17.a. Explain How the tariff help the economy. CO2 K2
(or)
17.b. State the measures taken for the promotion of foreign trade in India. CO2 K2
- 18.a. What are the reasons for Global Sourcing. Explain. CO3 K3
(or)
18.b. Explain in briefly about Exchange Rate System. CO3 K3
- 19.a. Explicate the functions of World Bank. CO4 K3
(or)
19.b. List out the factors affecting international investment. CO4 K3
- 20.a. Explicate the role of Export Promotion Organization for the Economic Development? CO5 K4
(or)
20.b. Enumerate the problems in establishing International Marketing Channel. CO5 K4
