



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

Continuous Internal Assessment Test- I, February 2025
Semester - IV

Class : II PG
Major : M.Com/ M.Com CA

Time : 2 Hours
Maximum Marks: 60

23MC0C23/23MCCC23- International Business

Course Outcomes:

- CO1: Understand the concept of globalization and analyze the international business environment.
CO2: Acquire knowledge on international trade agreements and trade strategies
CO3: Learn on international logistics system and monetary system
CO4: Understand to international economic organizations
CO5: Understand the foreign direct investment and its impact on Indian business.

Part - A

Choose the correct answer

6 x 1 = 6

1. Amalgamation and rapid unification between countries can be identified as CO1K1
a. Globalization b. Liberalization c. Socialization d. Privatization

2. The sector which gained least profit due to the effect of Globalization. CO1K1
a. Industrial Sector b. Service Sector c. Agricultural Sector d. Secondary Sector

3. Which of the following is a key purpose of the World Trade Organization (WTO)? CO2K1
a. To encourage bilateral trade agreements only
b. To establish global trade rules and resolve disputes
c. To set minimum tariffs for all countries
d. To limit exports from developing countries

4. The head quarters of WTO located at CO2K1
a. Austria b. Geneva c. Newyork d. India

5. What is the main objective of Export Oriented Zones (EOZ)? CO2K1
a. To promote domestic consumption
b. To reduce foreign exchange earnings
c. To encourage export-oriented production
d. To increase tariffs on exports

6. Which of the following is a key component of supply chain management? CO3K1
a. Inventory management b. Brand management
c. Product marketing d. Employee training

Part - B
Answer all the questions
Answer should not exceed 400 words or two pages

3 x 6 = 18

7. a. Differentiate between Domestic Business and International Business. CO1K3
(or)
7. b. Explain the modes of entry into International Business CO1K4
8. a. Discuss the features of WTO. CO2K3
(or)
8. b. Examine the objectives of SAARC. CO2K3
9. a. Mention the regulations and promotions of foreign trade. CO3K4
(or)
9. b. What is meant by global sourcing and state its advantages. CO3K3

Part - C
Answer all the questions
Answer should not exceed 800 words or four pages

3 x 12 = 36

10. a. Elaborate the different international stages and orientations. CO1K4
(or)
10. b. Explain the recent trends in world trade in goods and services. CO1K4
11. a. Enumerate the Tariff and non-Tariff barriers. CO2K4
(or)
11. b. Explain the key features of the EXIM policy and its role in promoting international trade." CO2K3
12. a. Elaborate the reasons for promoting Export houses and Trading houses. CO3K3
(or)
12. b. State the functions of relationship marketing. CO3K4
