



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

Bachelor's Degree Examination – January 2021

V Semester

Class : III UG
Major : Tourism

Time : 3 Hours
Max. Marks: 100

18BTOC21 International Business Management

PART A

10 x 1 = 10

Choose the Correct Answer

- IBRD stands for.
 - International Board for Research and Development
 - International Bank for Reconstruction and Development
 - International Bank for Research Development
 - International Barrier For Reconstruction and Development
- Purchasing goods from foreign country is called.
 - Import
 - Entrepot
 - Export
 - Re-Export
- Which is the right sequence of stages of Internationalization?
 - Domestic, Transnational, Global, International, Multinational
 - Domestic, International, Multinational, Global, Transnational
 - Domestic, Multinational, International, Transnational, Global
 - Domestic, International, Transnational, Multinational, Global
- The Theory of Relative Factor Endowments is given by.
 - David Ricardo
 - Adam Smith
 - F W Taussig
 - Ohlin and Hecksher
- Which is not an Indian Multinational Company?
 - Unilever
 - Asian Paints
 - Piramal
 - Wipro
- _____ is the application of knowledge which redefines the boundaries of global business.
 - Cultural Values
 - Society
 - Technology
 - Economy
- Forward exchange rates are useful for those who wish to.
 - Protect themselves from the risk that the exchange rate will change before a transaction is completed.
 - Gamble that a currency will fall in value.
 - Exchange currencies at a point in time in the future.
 - All the above
- The price at which one can enter into a contract today to buy or sell a currency 30 days from now is called a.
 - Reciprocal exchange rate
 - Effective exchange rate.
 - Exchange rate option
 - Forward exchange rate.
- Eliminating government set restrictions or barriers is called:
 - Free trade
 - Favourable trade
 - Investment
 - Liberalisation

10. 'International marketing is global process of planning and executing conception, pricing, promotion' The definition fails to recognize.

- a. Non-Profit marketing
- c. Consumer marketing

- b. Business-To –business marketing
- d. Integration of the 4 Ps

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

11.a. Define International Business.

(or)

11.b. Write the importance of Internal Trade.

12.a. Write short notes on mode of entry into international business.

(or)

12.b. Define Alliances Mercantalism.

13.a. What is international business environment?

(or)

13.b. Write the various types of cultural environment.

14.a. What is Foreign exchange?

(or)

14.b. Define export management.

15.a. Explain the term 'Globalisation'.

(or)

15.b. Discuss the role of globalisation in development of Indian business.

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

16.a. Enumerate the nature and scope of international business.

(or)

16.b. Explain the interdependence between international business and internal trade.

17.a. Describe the product life cycle in international business.

(or)

17.b. Elucidate the new trade theory in international business.

18.a. Explain the elements of international business environment.

(or)

18.b. "Cultural differences, is one of the most difficult problems in international business."
Comment.

19.a. Explain the various Methods of Foreign Payment in International Trade.

(or)

19.b. What is export management? Explain the procedure of its.

20.a. Why do companies engage in international business?

(or)

20.b. Explain the objectives and reforms of liberalization of business.
