



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. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment – II, April 2025

IV Semester

Class : II PG

Major: M.Com/ M.Com CA

Time: 2hours

Max. Marks: 60

23MC0C23/23MCCC23- International Business

Course Outcomes:

At the end of the course, students will:

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. The international monetary system which was followed before the Bretton Woods System? CO3K1
a. Gold Standard b. Floating Exchange Rate c. Dollar Standard d. Crypto Currency
2. ECU stands for CO3K1
a. European Currency Unit b. Economic Credit Union
c. Export Credit Union d. Exchange Currency Unit
3. The Organization that provides financial aid to developing countries is CO4K1
a. WTO b. IMF c. UNCTAD d. SAARC
4. Foreign Direct Investment refers to CO4K1
a. Investment in domestic businesses
b. Investment in foreign businesses by individuals or companies
c. Investment in Government projects
d. Investment in stock markets
5. Which of the following is a major advantage of FDI? CO5K1
a. Increases local employment b. Reduces economic growth
c. Leads to currency depreciation d. Limits technology transfer
6. Which of the following is an example of an MNC? CO5K1
a. Tata Motors b. SBI Bank c. Indian Railways d. Bharat Petroleum

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

3 x 6 = 18

7. a. How does currency devaluation impact the economy? CO3K3
(or)
7. b. Expound the role of EMS, ECU & EURO. CO3K4
8. a. Describe the proportion of FDI. CO4K3
(or)
8. b. Examine the ways to manage currency exchange risk. CO4K3
9. a. Analyze the factors influencing international investment. CO5K4
(or)
9. b. State the role of technology transfer in global business competitiveness. CO5K3

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

3 x 12 = 36

10. a. Define Foreign Exchange market? Deliberate its functions and impact on global trade. CO3K4
(or)
10. b. Discuss Exchange rate system in detail CO3K4
11. a. Enumerate the role and functions of IMF in global finance. CO4K4
(or)
11. b. Define WTO and discuss its objectives and functions. CO4K3
12. a. Explain the impact of MNC on the global economy. CO5K3
(or)
12. b. Discuss the advantages and disadvantages of FDI. CO5K4