



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

Master's Degree Examination - May 2025

IV Semester

Class : II PG

Major : Commerce / Commerce C.A.

Time : 3 Hours

Max. Marks: 100

23MCOC23 / 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

10 x 1 = 10

Choose the Correct Answer

1. Which one focuses on treating international markets as extensions of the domestic market? CO1K1
 - a. Ethnocentric orientation
 - b. Polycentric orientation
 - c. Geocentric orientation
 - d. Regiocentric orientation
2. Which is not a mode of entry into international business? CO1K1
 - a. Exporting
 - b. Licensing
 - c. Joint ventures
 - d. Domestic trade
3. Which is a non-tariff barrier? CO2K1
 - a. Import duties
 - b. Quotas and licensing requirements
 - c. Export taxes
 - d. Customs tariffs
4. What is an example of a trade bloc ? CO2K1
 - a. WTO
 - b. United Nations
 - c. European Union (EU)
 - d. International Monetary Fund (IMF)
5. What is not a classification of the exchange rate system? CO3K1
 - a. Fixed exchange rate
 - b. Flexible exchange rate
 - c. Hybrid exchange rated.
 - d. Domestic trade exchange
6. What does EMS stand for in the context of international finance? CO3K1
 - a. Economic Monetary System
 - b. European Monetary System
 - c. External Market Strategy
 - d. Export Management Strategy
7. The institutions provide financial assistance for export trade is _____ CO4K1
 - a. World Bank
 - b. Export Credit Guarantee Corporation (ECGC)
 - c. United Nations Development Programme (UNDP)
 - d. International Labour Organization (ILO)
8. How does the proportion of FDI in a country indicate? CO4K1
 - a. The level of foreign ownership and investment in the economy
 - b. The total number of multinational companies operating in the country
 - c. The country's total GDP growth rate
 - d. The number of government employees

