



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. BBA. B.Sc/ DEGREE EXAMINATION – ECO. BUSIN.ADMIN. COMP.SCI.

THIRD SEMESTER – APRIL 2014

CO 3206 - INTERNATIONAL BUSINESS

Date : 10/04/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL the Questions

(10x2 = 20 Marks)

1. Why is 'International Business' dominated by Multinational Corporations?
2. Write a short note on 'FDI'.
3. What is 'Letter of Credit'?
4. When does a country expose to Balance of payment crises?
5. Mention any two levels of 'International Marketing'.
6. List any two objectives of 'International Financial Instruments'.
7. What do you understand by 'Geocentric Orientation'?
8. Define 'Turnkey Project'.
9. How is the WTO considered as a regulator of trade between nations?
10. What is the role of 'European Union' in 'Global Business'?

SECTION – B

Answer any FOUR Questions

(4 x 10 = 40 Marks)

11. State and explain the causes for 'International Marketing'.
12. Enumerate the significance of 'Trade blocs' in 'International Business'.
13. Bring out the impact of 'Bilateral and Multilateral Trade Laws' on 'Globalization of Business'.
14. Critically examine the 'Factor Endowments Theory' of International Trade.
15. Analyze the nature of 'International Business Environment' with examples.
16. Specify and explain the different methods of payment in 'International Trade'.
17. Explain the features of 'Export Finance'.

SECTION – C

Answer any TWO Questions

(2 x 20 = 40 Marks)

18. Describe in detail the responsibilities of 'International Business'.
19. Elucidate the role of World Bank in 'International Marketing'.
20. Write a note on the 'Financial Markets'. Discuss its merits and demerits with appropriate examples.
21. Analyze the various opportunities and the challenges faced by marketers in 'Global Markets'.
