

TB162920C

Reg. No : .....

Name:.....

**BMS DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017  
SEMESTER II - CORE COURSE (INTERNATIONAL BUSINESS)  
C02B04TB - INTERNATIONAL BUSINESS ENVIRONMENT**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**I. Answer all questions. Each question carries 1 mark.**

1. Name any two macroeconomic factors that influence business
2. Who proposed the theory of Comparative Cost advantage?
3. Define transnational corporation
4. Which are the member countries of NAFTA?
5. What is PPP?
6. What are niche products?

**(6x1=6)**

**PART B**

**II. Answer any seven questions. Each question carries 2 marks**

7. What are the new tools that internet offers to measure and track customers in international marketing?
8. What is corporate social responsibility?
9. What is relative purchasing power parity?
10. What are double tops?
11. What is free trade area?
12. What is the European Court of Justice?
13. Define multi domestic strategy
14. Define multinational enterprise
15. What are the features of international business?
16. Explain Relative Factor Endowment theory

**(7x2=14)**

**PART C**

**III. Answer any five questions. Each question carries 6 marks**

17. International business involves commercial activities across national boundaries. Do you think it is important for businesses to be informed about the macro external environmental factors in this regard? Substantiate your answer with examples
18. What are the types of FDI? Explain stating their merits and demerits
19. What is regional economic integration? What are the different types of regional economic integration?

20. Explain the development of SAARC as a trade bloc. Also explain its organization structure and objectives
21. What is Purchasing Power Parity? What are the two versions of PPP?
22. Discuss in detail about FEMA
23. Discuss the major challenges for international marketers
24. Explain the advantages and disadvantages of a MNC

**(5x6=30)**

#### **PART D**

#### **IV. Answer any two questions. Each question carries 15 marks**

25. What are the different entry modes for international business? Explain in detail stating advantages and disadvantages of each.
26. The entire world is one country for business. Explain the importance of World Trade Organization in the light of this sentence. Explain in brief the history and organization structure of WTO
27. What are price patterns? Discuss in detail the different types of price patterns
28. How has internet revolutionized international business? Explain in detail with examples.

**(2x15=30)**