

TB172920D

Reg. No:.....

Name :.....

BMS DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2018
(2017 Admission Regular, 2016 Admission Improvement/Supplementary &
2015 Admission Supplementary)
FIRST SEMESTER - CORE COURSE (INTERNATIONAL BUSINESS)
CO2B04TB - INTERNATIONAL BUSINESS ENVIRONMENT

Time: Three Hours

Maximum Marks: 80

PART A

I. Answer all questions. Each question carries 1 mark

1. What are the elements of National Competitive advantage theory?
2. Name any three political risks that companies face while doing business internationally/
3. Define knowledge management
4. What is Schengen area?
5. What is foreign exchange
6. What are niche products?

(6 x 1 = 6)

PART B

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

7. What is Leontief Paradox?
8. How can companies deal with cultural diversity in international business
9. Define multinational enterprise
10. What is strategic alliance
11. Write a note on euro zone crisis
12. What is the need for WTO?
13. What is BoP?
14. What is absolute purchasing power parity?
15. What are some of the latest trends in international marketing?
16. What is standard pricing?

(7 x 2=14)

PART C

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

17. Explain the following theories of international trade
 - a. Theory of Absolute Cost Advantage
 - b. Global Strategic Rivalry Theory
18. What are the types of FDI? Explain stating their merits and demerits
19. Discuss the role and importance of MNC to international business
20. What is regional economic integration? Explain the advantages of economic integration.
21. Critically appraise NAFTA as an economic grouping. Explain the advantages and disadvantages of NAFTA in the light of the objectives with which it was formed
22. What is BoP? Present a monetary view of Balance of Payment

23. What are the different types of foreign exchange regime? Explain their advantages and disadvantages
24. Elucidate on the ecological concerns and marketing ethics

(5x6=30)

PART D

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

25. Discuss the elements of multinational enterprise strategy in detail
26. From the times of World War II to the creation of Euro zone and acceptance of a common currency, the European Union countries have come a long way. Explain the history, organizational structure and functioning of EU in the light of the contemporary economic scenario
27. Trace the development of foreign exchange market in India
28. Discuss the challenges faced by international marketers

(2x15=30)