

TB173680C

Reg. No: .....

Name: .....

**BMS DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2018**  
**(2017 Admissions Regular, 2016 Admissions Supplementary/Improvement & 2015**  
**Admissions Supplementary)**  
**SEMESTER III - CORE COURSE (INTERNATIONAL BUSINESS)**  
**CO3B06TB - FUNDAMENTALS OF FOREIGN TRADE**

**Time: Three Hours**

**Maximum marks: 80**

**PART A**

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

1. What is low cost entry mode?
2. What is polycentrism?
3. What is LoC?
4. What are joint ventures?
5. What are quota agreements?
6. What is outsourcing?

**(6x1=6)**

**PART B**

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

7. What are the advantages of franchising?
8. Explain PEST analysis.
9. Discuss any two highlights of Foreign Trade Policy of 2009-14
10. What are trade blocs? Mention the objectives of trade blocs
11. What are the components of BoP?
12. When do we say that firms are going international?
13. Explain the differences between Domestic Business Environment and International Business Environment.
14. Explain the objectives of State Trading Corporation of India.
15. Explain different types of joint ventures.
16. What are the traditional reasons for forming Strategic Alliances?

**(7x2=14)**

**PART C**

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

17. Explain Foreign Portfolio Investment.
18. Detail the founding principles of WTO.
19. Discuss TRIPs and TRIMs.
20. What is anti- dumping? Explain some measures to reduce anti dumping.
21. What is foreign collaboration? Explain the objectives of foreign collaboration.
22. What is European Union? Explain its objectives.
23. What is SAARC? What are its objectives?
24. What are the objectives of foreign collaboration?

**(5x6=30)**

## **PART D**

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

25. Write an essay on GATT and its relevance in the foreign trade scenario.
26. What are trade blocs? What are the objectives of trade blocs for business? Discuss the advantages and disadvantages of trade blocs.
27. What are joint ventures? Explain the advantages and disadvantages of joint ventures.
28. Discuss the trade strategy of India in the post liberalization era.

**(2x15=30)**