

**C.B.C.S.S-B.A DEGREE EXAMINATION, OCTOBER 2011**

Fifth Semester

Vocational Course-Economics-International Business

(For Model II B.A Economics)

Time: Three Hours

Maximum

Weight :25

Answers may be written either in English or in Malayalam

**Part A (Objective Type Questions)**

*Answer all questions Weight for each bunch of four is one.*

Choose the correct alphabet only

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- Which among the following is not an important factor in export product selection a)market trends b)supply base c)product adaptability d)domestic transportation
- Division of labour is limited by the- a) employment opportunities b) trade deficit c) size of market d)technology
- FEMA means: a)Foreign exchange management act b) Foreign earnings management act c) Foreign Export management act d) Foreign Employment Management Act
- The theory of comparative cost advantage in international trade was propounded by a) Malthus b)Walras c)Adam Smith d)David Ricardo
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- Which among the following is not an assumption of Heckscher Ohlin Theory a)there is incomplete specialization in production b)all resources are fully employed c)international trade between two countries is balanced d)both nations use different technology
- Export houses were introduced by the government of India in the year a)1960 b)1972 c)1980 d)1991
- Heckscher Ohlin model is a a)1\*2\*3 model b)3\*3\*3 model c)2\*2\*2 model d)1\*2\*1 model
- The form of international trade in which import of goods is paid for by export of goods: a) counter trade b)poly trade c)multi trade d)reverse trade

III

- ---are products which have been introduced as being altogether new and with new features.a) surprise products b)introductory products c)service products d) branded products
- Which among the following are correct with regard to the purpose of Bill of Lading a)as a document of title b)as a receipt from the shipping company c)as a contract for the transportation of goods d) all the above
- FIEO refers to a)Financial Intermediation for export objective b)Federation of Indian Export Organisation c)Federation of Import and Export Organisation d)None of the above
- GATT is an a)agreement b)organization c)agency d) none of the above

IV

- Which among the following is an export house? A) star trading house b)super star trading house c)trading house d)all the above

- The basic function of branding is a)appeal b)protection c)retention d)identification
- Social concept of marketing was developed by a)Philip Kotler b )H L Hanson c)A W Phillips d)A C Pigou
- The main organization involved in the formulation of India's Trade Policy is a) Ministry of Commerce b)Ministry of Finance c)Ministry of External Affairs d)EXIM Bank

(4\*1=4)

Part B (Short Answer Questions)

*Answer any five questions from this part, not exceeding fifty words each. Each question carries a weight of one*

- Direct exporting.
- Absolute Cost Advantage.
- International Marketing.
- Star Trading House.
- Selection of Export Markets.
- Indian Institute of Packaging
- State Trading Corporation
- Demand Forecasting

(5\*1=5)

Part C (Short Essays)

*Answer any four questions not exceeding 150 words each. Each question carries two weights.*

- Distinguish between domestic and international marketing.
- Explain the theory of Comparative Cost Advantage in international trade
- What are the advantages in Indirect Exporting?
- What are the features of manufacturer exporter?
- Distinguish between EPZ and SEZ.
- What is absolute cost advantage in international trade?

(4\*2=8)

Part D (Long Essay)

*Answer any two questions not exceeding 450 words each. Each question carries four weights.*

- Write an essay on selection of export products.
- What are the benefits of international marketing?
- What are the merits and demerits of direct exporting?

(2\*4=8)