



25020235

QP CODE: 25020235

Reg No :

Name :

**B.A DEGREE (CBCS)) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY
CHANCE EXAMINATIONS, FEBRUARY 2025**

Fourth Semester

B.A Economics Model II Foreign Trade

Vocational Course - EC4VOT01 - INTERNATIONAL BUSINESS

2017 Admission Onwards

8E495C43

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Differentiate between domestic business and international business.
2. Examine the major determinants of competitive advantage in Porters theory of international business.
3. Explain SAARC.
4. What is meant by globalisation of culture?
5. What is localisation?
6. What is international competitiveness of a firm?
7. What is franchising?
8. What are the valuation techniques for mergers and acquisitions?
9. What is strategic alliance?
10. What is a cash crop?
11. Which are the major SEZ in India?
12. Why MNCs have been undertaking CSR schemes?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Discuss the major factors which are necessary for the successful international business.
14. Explain different types of trade blocs.
15. Critically examine India's advantage in international trade due to its membership in various trade blocs.
16. Discuss the PESTEL analysis.
17. Discuss the arguments favouring globalisation.
18. Analyse the major difference between direct exporting and indirect exporting.
19. What is counter trade? How transactions are being undertaken in counter trade?
20. What are the major export incentive schemes in India?
21. Discuss the major source of flow of credit to export sector in India.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the process in which export market and products are selected and examine the major contributing factor for investment business.
23. Discuss the major elements of globalisation. Also examine the factors which are necessary for the working of globalisation.
24. Explain the modes through which FDI enters a country. Discuss its merits and demerits.
25. What are the major features of Export Promotion Capital Goods (EPCG) Scheme?

(2×15=30)

