

**D 140624****(Pages : 2)****Name.....****Reg. No.....****SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, APRIL 2026****(CBCSS)****Master of Commerce****MCM 2C09—INTERNATIONAL BUSINESS****(2019 Admission onwards)****Time : Three Hours****Maximum : 30 Weightage***Answers should be written in English only.***Part A***Answer any **four** questions.**Each question carries 2 weightage.*

1. Define Tariff.
2. What is Trade Barriers ?
3. What do you mean by BOT ?
4. Define Polycentric Approach.
5. What is licensing ?
6. What is NAFTA ?
7. What is IBRD ?

**(4 × 2 = 8 weightage)****Part B***Answer any **four** questions.**Each question carries 3 weightage.*

8. Explain the meaning and features of International Business.
9. Elucidate the Ricardo's theory of comparative Advantage.

**Turn over**

10. Describe the meaning and objectives of Economic Integrations.
11. State and Discuss the objectives of SAARC.
12. Write short notes on : (i) TRIPS ; and (ii) TRIMS.
13. Discuss the meaning and objectives of IMF.
14. Explain in brief of the following : (i) Green field investment ; (ii) EU ; and (iii) SDR.

(4 × 3 = 12 weightage)

### Part C

*Answer any two questions.*

*Each question carries 5 weightage.*

15. What is Disequilibrium in Balance of payments ? Describe the methods of correcting the Disequilibrium.
16. What is WTO ? Explain the objectives and functions of WTO.
17. Explain the reasons for growth of regional Economic integration.
18. What is MNCs ? Explain its Merits and Demerits.

(2 × 5 = 10 weightage)

**D 140624–A****(Pages : 4)****Name.....****Reg. No.....****SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, APRIL 2026****(CBCSS)****Master of Commerce****MCM 2C09—INTERNATIONAL BUSINESS****(2019 Admission onwards)****(Multiple Choice Questions for SDE Candidates)****Time : 20 Minutes****Total No. of Questions : 20****Maximum : 5 Weightage****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

MCM 2C09—INTERNATIONAL BUSINESS  
(Multiple Choice Questions for SDE Candidates)

1. Trade Related Investment Measures (TRIMS) doesn't apply for \_\_\_\_\_.
  - (A) Measures that affect trade in goods.
  - (B) Measures that lead to restrictions on quantities.
  - (C) Discouraging measures that limit a company's imports.
  - (D) Discouraging measures that limit a company's exports.
2. Who introduce the concept of value chain ?
  - (A) Porter.
  - (B) Adam Smith.
  - (C) Alfred Marshall.
  - (D) C K Prahlad.
3. The balance of exports and imports of goods is referred to as :
  - (A) Current account.
  - (B) Current account balance.
  - (C) Current account deficit.
  - (D) Trade balance.
4. The country that attracts the largest FDI inflow is :
  - (A) India
  - (B) China.
  - (C) USA.
  - (D) Brazil.
5. General electric follows \_\_\_\_\_ as its international operational strategy.
  - (A) Global.
  - (B) International.
  - (C) Multi-domestic.
  - (D) Transnational.
6. In 90's the global management perception was based on :
  - (A) Standardization *v/s* adaptation.
  - (B) Globalization *v/s* localization.
  - (C) Global integration *v/s* Local Responsiveness.
  - (D) Local responsiveness.

7. CISF pricing includes the following :
- (A) Commission is paid to the agent involved in the transaction.
  - (B) Cost of the goods exported.
  - (C) Freight and Insurance charges for the goods exported.
  - (D) All of the above.
8. Credits transferable by original beneficiary in favor of secondary beneficiary are known as :
- (A) Deferred credits.
  - (B) Transit credits.
  - (C) Instalment credits.
  - (D) Transferable credits.
9. The theory of Comparative cost advantage is given by :
- (A) Porter.
  - (B) Adam Smith.
  - (C) Varnoon.
  - (D) D. Richardo.
10. An analysis to the external environment enables a firm to identify
- (A) Strengths and opportunities.
  - (B) Strengths and weaknesses.
  - (C) Weaknesses and threats.
  - (D) Opportunities and threats.
11. Factor of Interdependence in Multi-domestic strategy is :
- (A) LOW.
  - (B) MODERATE.
  - (C) HIGH.
  - (D) VERY HIGH.
12. Which of these is a characteristic of multinational corporations ?
- (A) At least one -third directors are foreign nationals.
  - (B) The company does 40 % of its business in foreign markets.
  - (C) The overseas markets are larger than the domestic market.
  - (D) The affiliates are responsive to a number of important environmental forces.
13. The Theory of Absolute Cost Advantage is given by :
- (A) Adam smith.
  - (B) D. Richardo.
  - (C) Raymond Varnoon.
  - (D) Porter.

Turn over

14. Capitalistic, communistic and mixed are the types of :
- (A) Economic system. (B) Political system.  
(C) Social System. (D) Cultural Attitudes.
15. India is an :
- (A) Emerging economy. (B) Developed economy.  
(C) Less developed economy . (D) None of these.
16. Subsidiaries consider regional environment for policy / Strategy formulation is known as :
- (A) Polycentric Approach. (B) Regiocentric Approach.  
(C) Ethnocentric Approach. (D) Geocentric Approach.
17. Free international trade maximizes world output through.
- (A) Countries specializing in production of goods they are best suited for.  
(B) Reduction in taxes.  
(C) Increased factor income.  
(D) Encouraging competition.
18. Conglomerate FDI refers to :
- (A) FDI made by a group of firms. (B) FDI made in subsidiaries.  
(C) FDI made in similar products. (D) FDI made in unrelated products.
19. The following is not a component of culture :
- (A) Attitudes. (B) Beliefs.  
(C) Education. (D) Life expectancy.
20. Religion of a person affects his/her.
- (A) Attitude towards entrepreneurship.  
(B) Gifting practices.  
(C) Use of products.  
(D) All of the above.