

NGM COLLEGE (AUTONOMOUS): POLLACHI
END – OF – SEMESTER EXAMINATIONS: DECEMBER- 2022
UG DEGREE PROGRAMMES (SF) **MAXIMUM MARKS: 50**
III SEMESTER **TIME: 2 HOURS**

ANSWER ALL OF THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS

(K1)

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES

(K2)

6. Define International Business?
7. Define Franchising.
8. Define Globalisation .
9. What is Cost, Insurance Freight (CIF)?
10. What is Free on Board (FOB)?

SECTION - B

(5 X 8 = 40 MARKS)

ANSWER ANY FIVE QUESTIONS OUT OF EIGHT QUESTIONS.

(K3)

11. Describe the Importance of International Business.
12. Examine the various stages of Internationalisation.
13. Classify the various mode of entering the International Business.
14. Examine the Features of Globalisation.
15. Describe the advantages and disadvantages of Globalisation.
16. Sketch the Functions of WTO.
17. Describe the Merits and Demerits of MNC.
18. Assess the role of MNC in India.