

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2021 ONLY)

(NO OF PAGES: 1)

21UIB3N1

REG.NO

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

PART – IV NON MAJOR ELECTIVE PAPER- I
INTRODUCTION TO INTERNATIONAL BUSINESS
SECTION - A **(10 X 1 = 10 MARKS)**

ANSWER ALL OF THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS

(K1)

1. Company that produces, markets, invests and operates across the world is called ----
a) Transnational company b) International company
c) Foreign Company d) Domestic Company
2. The domestic manufacturer leases the right to use methods, patents, copyrights, brand names, trademarks for fee is called -----
a) Intra corporate transfer b) Exporting of services
c) Licensing d) Indirect exporting of services
3. WTO was established on -----
a) 1st Jan 1994 b) 1st Jan 1995 c) 1st Jan 2005 d) 1st Jan 2004
4. A corporation responds to the specific needs of the different country markets regarding product, price and promotion is called -----
a) Global corporation b) International corporation
c) Multinational corporation d) Transnational corporation
5. A seller delivers the goods which are placed alongside vessel and the buyer has to bear all the cost and risk is called -----
a) FAS b) FOB c) CIF d) CFR

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.
