

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

**21UBM516**

**REG.NO. :**

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2023**  
**COURSE NAME: B.B.A** **MAXIMUM MARKS: 70**  
**SEMESTER: V** **TIME : 3 HOURS**

**PART - III**

**INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT**

**SECTION - A** **(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS. (K1)**

1. Which of the following is the name of environment which consists of size of the population?
 

a. Demographic environment	b. Political environment
c. Legal environment	d. Economic environment
2. When GATT came into force?
 

a.1955	b.1947	c.1956	d.1948
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3. Which of the following maintains overseas liaison with international and UN agency?
 

a. STC	b. FIEO	c. IIP	d. ICA
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4. Post shipment finance bridges the gap between \_\_\_\_\_ of goods and realization of payment.
 

a. production	b. procurement	c. shipment	d. realization.
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5. How many copies of shipping bill must be prepared?
 

a. 5	b. 2	c. 7	d.10
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**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES. (K2)**

6. Define international business.
7. Explain any two functions of UNCTAD.
8. Expand IIFT.
9. Explain letter of credit.
10. Indicate any two incentives available for exporters.

**SECTION - B** **(5 X 4 = 20 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Show the objectives of international business..  
 (OR)  
 b) List the differences between domestic marketing and international marketing.

**(CONTD....2)**

12.a) Describe the functions of IBRD.

**(OR)**

b) Discover the financial facility extended by IMF.

13.a) Find out the functions of export promotion council.

**(OR)**

b) List out the features of India's export policy.

14.a) Describe the procedure for granting packing credit.

**(OR)**

b) Describe various post shipment finance available for Indian exporters.

15.a) Show the shipping documents necessary in export.

**(OR)**

b) List the information included on an export order confirmation.

**SECTION - C**

**(4 X 10 = 40 MARKS)**

**ANSWER ANY FOUR OUT OF SIX QUESTIONS**

**(16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS (FROM**

**Qn. No : 17 to 21)**

**(K4 (Or) K5)**

16. Point out the modes of international business.
17. Classify the various factors affecting international marketing environment.
18. Discuss the functions of WTO.
19. Evaluate the objectives and functions of STC.
20. Discuss the types of credit guarantees provided by ECGC.
21. Summarize the various procedures in export.

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**ETHICAL PAPER**