

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2022 ONLY)

22UBM513

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2024**

**COURSE NAME: B.B.A**

**MAXIMUM MARKS: 50**

**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. International Trade is most likely to generate short-term unemployment in\_\_\_\_\_.
  - a) Industries in which there are neither imports nor exports
  - b) Import-competing industries
  - c) Industries that sell to domestic and foreign buyers.
  - d) Industries that sell to only foreign buyers
2. *Wing of World Bank Group which provides loans to developing countries with low income is*
  - a) IFC
  - b) IDA
  - c) MIGA
  - d) IBRD
3. \_\_\_\_refers to the policy measures adopted by a country with reference to its exports and imports.
  - a) EXIM policy
  - b) Fiscal policy
  - c) Economic policy
  - d) Monetary policy
4. IEC number is granted by\_\_\_\_\_.
  - a) EPC
  - b) DGFT
  - c) EIC
  - d) IIFT
5. Post shipment finance bridges the gap between\_\_\_\_\_of goods and realization of payment.
  - a) Production
  - b) Shipment
  - c)procurement,
  - d) realization

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**K2**

6. Define International marketing
7. What is GATT?
8. Explain Export inspection council.
9. What is export finance ?
10. What is an offer?

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**SECTION – B (5 X 3 = 15 MARKS)**

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

11. a) Discuss the role of government organization for promoting export.

**(OR)**

b) Difference between International Marketing and Domestic Marketing.

12. a) State the functions of WTO.

**(OR)**

b) What is the primary function of the International Monetary Fund (IMF)?

13. a) What are the main export promotion measures adopted by the government?

**(OR)**

b) Discuss the role of the State Trading Corporation (STC) in India's export-import trade.

14. a) What is the role of the EXIM Bank in facilitating international trade?

**(OR)**

b) What is a Letter of Credit (L/C), and how does it facilitate international trade?

15) a) Describe the key considerations that exporters must keep in mind when producing goods for export after receiving a confirmed order.

**(OR)**

b) What are the key banking procedures involved in processing payments for international trade transactions?

**SECTION – C**

**(5 X 5 = 25 MARKS)**

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

16. a) Explain how international trade enhances the possibility of economic development in India.

**(OR)**

b) Elaborate in detail the International marketing decisions.

17. a) How did GATT contribute to international trade before the establishment of the WTO?

**(OR)**

b) What is the role of the International Finance Corporation (IFC) in the global economy?

18. a) What is the role of the Federation of Indian Export Organisations (FIEO) in supporting Indian exporters? Discuss the services provided by FIEO to its members.

**(OR)**

b) What are Export Promotion Councils (EPCs), and how do they support exporters? Discuss the specific functions and contributions of EPCs to India's export sector.

19. a) What is post-shipment finance, and how does it differ from pre-shipment finance? Discuss the importance of post-shipment finance for exporters.

**(OR)**

b) Analyze the impact of IDBI's export financing schemes on the growth of small and medium enterprises (SMEs) in the export sector.

20. a) Explain the steps involved in negotiating and finalizing a confirmed order with an international buyer.

**(OR)**

b) What are the essential steps involved in preparing goods for shipment after production? Discuss the role of packaging, labeling, and documentation in ensuring smooth transportation.

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