

**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2024 ONLY)**

24PCC2E4

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : MARCH-2025
COURSE NAME: M.Com.-C.A
SEMESTER: II**

**MAXIMUM MARKS: 75
TIME : 3 HOURS**

INTERNATIONAL BUSINESS

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS. (K1)

1. _____ is the marketing function of multinational companies.

a) National Marketing	b) International Marketing
c) Regional Marketing	d) State Marketing
2. _____ refers to the process of sending goods or services produced in one country to another country for sale, trade, or consumption.

a) Export	b) Import	c) Trade	d) Commerce
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3. Refers to the process of bringing goods, services, or capital into a country from another for trade, consumption, or use _____.

a) Export	b) Trade	c) Import	d) Commerce
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4. An _____ is the value at which one currency can be exchanged for another.

a) Exchange rate	b) Credit Rate	c) Debit Rate	d) Gold Rate
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5. _____ refers to investments in financial assets such as stocks, bonds, mutual funds, and other securities in a foreign country.

a) Trade Investment	b) Business Investment
c) Portfolio Investment	d) Foreign Investment

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES. (K2)

6. What is an economic environment?
7. Define Export.
8. Illustrate the determinants of imports.
9. Expand SWIFT.
10. Explain the term Foreign Direct Investment.

SECTION – B (5 X 5 = 25 MARKS)

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

11. a) Discover the important points in India's foreign trade.
(OR)
b) Show the determinants of Exports.
12. a) List the basic documents for Export.
(OR)
b) Show the procedure for Export.
13. a) Interpret the uses of import.
(OR)
b) Sketch the quantitative restrictions of import.

(CONTD.....2)

14.a) Describe SWIFT and its advantages. **(OR)**
b) Analyse factors influencing fluctuations in Foreign Exchange Rates.

15.a) Discuss the merits of FDI. **(OR)**
b) Determine the Objectives of WTO.

SECTION – C (5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4 (Or) K5)

16. a) Analyse Balance of Payment and the problems of Balance of Payment in India. **(OR)**
b) Examine the highlights of Foreign Trade Policy.

17. a) Determine the nature of Export. **(OR)**
b) Outline the types of export.

18. a) Evaluate the scope of Import. **(OR)**
b) Enumerate the documents in import.

19. a) Point out the features of FEMA, 1999. **(OR)**
b) Summarise the types of Exchange rate.

20.a) Discuss the Objectives of IMF. **(OR)**
b) Determine the Functions of Exim Bank.
