

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2023 ONLY)

23UBM513

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2025**

**B.B.A**  
**SEMESTER: V**

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

**PART – III**

**INTERNATIONAL BUSINESS AN EXPORT MANAGEMENT**

**SECTION – A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. Which one is not an international organisation?  
a) SAARC                      b) ASEM                      c) ASEAN                      d) CBDT
2. As a part of WTO guidelines, Agreement on Agriculture (AOA. doesn't consider \_\_\_\_\_  
a) Direct payments to farmers are permitted.  
b) Indirect assistance and support to farmers including R & D support by govt. are not permitted.  
c) Domestic policies which directly effect on production and trade have to be cut back.  
d) Least developed countries do not need to make any cuts
3. Objectives of FIEO are \_\_\_\_\_.  
a) To provide integrated assistance to Government recognised Export Houses and Trading Houses.  
b) To coordinate and supplement promotional activities for Export.  
c) To collect and provide valuable market information for the benefit of exporters  
d) All of the above.
4. EPCG stands for \_\_\_\_\_.  
a) Export Promotion and Consumer Guidance.  
b) Export Promotion Consultation and Guidance.  
c) Export Producers Confederation and Group.  
d) None of the above.
5. Documents required to claim Duty Drawback are \_\_\_\_\_.  
a) Banks certified copy of commercial invoice  
b) Non-negotiable copy of Bill of Lading.  
c) Duty drawbacks copy of shipping bill.  
d) All of the above.

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

**(K2)**

6. Define international Business.
7. Write short notes on GATT.
8. What is an Export Promotion Council?
9. What is ECGC?
10. What do you mean by export incentives?

**SECTION – B**

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

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

11. a) Discover the scope of international business

**(OR)**

- b) Illustrate the features of international business.

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

- 12.a) Illustrate the objectives of IFC.  
(OR)  
b) List the object of IFC.
- 13.a) Describe the concept of STC.  
(OR)  
b) Discover the measures for export promotion.
- 14.a) List the various schemes of ECGC.  
(OR)  
b) Describe the Letter of credit.
- 15.a) Explain the receipt of order confirmation.  
(OR)  
b) Interpret the procedures for claiming incentives to the exporters.

**SECTION – C****(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Analyze the modes of international business.  
(OR)  
b) Point out the Political ,economic environment of international business with suitable real time examples.
- 17.a) Evaluate the various functions of IBRD.  
(OR)  
b) Summarise various functions of WTO and its implications for India.
18. a) Point out the various policy measures.  
(OR)  
b) Summarize the role of Export Inspection Council.
19. a) Discuss the procedures for granting packaging credit .  
(OR)  
b) Discuss in detail the EXIM bank in India.
20. a) Analyze the Excise Duty refund in export incentives.  
(OR)  
b) Relate the negotiation of document with bank.

\*\*\*\*\*