

FOR THE CANDIDATES ADMITTED

20UBM516

DURING THE ACADEMIC YEAR 2020 ONLY)

REG.NO. :

N.G.M. COLLEGE (AUTONOMOUS): POLLACHI
END-OF-SEMESTER EXAMINATIONS: DECEMBER-2022

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. Globalisation is a coined word of _____.
 - a. Globalisation + Localisation together.
 - b. Geography + Local together.
 - c. General merchandise in local areas.
 - d. Generosity for local area people.
2. GATT means _____.
 - a. General Awareness in Technical Territory.
 - b. General Agreement on Trade and Tariff.
 - c. General Arrangement of Technological Transformation.
 - d. Geographical Arrangement in Technology and Trade.
3. _____ Board helps for Export development of Coffee, Tea from India to abroad.
 - a. Coir Board b. Coffee Board. C.Silk Board. D. FMCG Board
4. L/C means _____.
 - a. Leave against Cancellation
 - b. Leaving for Credits in Curriculum
 - c. Letter of Credit.
 - d. Learning with Curiosity.
5. A legal document issued by the company to shipper stating the details of goods, quantity, nature with description of goods and the place of destination. This document is _____.
 - a. Bill of Lading. b. Cash Receipt c. Credit Billing. d. Loan Acknowledgment

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define Globalisation.
7. Expand UNCTAD.
8. List any two export Promotion Councils in India.
9. Interpret note on Letter of Credit.
10. Explain packing credit.

(CONTD.....2)

SECTION – B**(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Compare International Marketing and Domestic Marketing.

(OR)

b) List the hurdles of International Marketing.

12. a) Show the functions of International Monetary Fund.

(OR)

b) Describe the functions of World Trade Organisation.

13. a) Assess the role played by STC.

(OR)

b) Elucidate the functions of Export Promotion Councils.

14. a) Describe EXIM Bank export service.

(OR)

b) Show how ECGC help exporters.

15. a) Describe inland bill of lading.

(OR)

b) List Export incentives available to Exporters.

SECTION - C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS****(16th QUESTION IS COMPULSORY & ANSWER ANY THREE QUESTIONS****FROM Qn. No: 17 to 21)****(K4 (Or) K5)**16. **Explain the Export Promotional measures taken by Government.**

17. Discuss about International Business Environment.

18. Discuss the objectives and functions of IBRD (World Bank).

19. Assess the services offered by Export Houses in India.

20. List various post shipment finance facilities available.

21. Explain in detail the Export Documentation procedures.
