

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

M.Com.A&F- END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER -IV

23PAFCT4013 - International Business

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the importance of International business.
2. "Mercantilism is a bankrupt theory that has no place in the modern world." Discuss.
3. What do you understand by Trade Blocks? Explain the purpose and various types of Trading blocks.
4. Write short notes on Trade-related Aspects of Intellectual Property Rights (TRIPs) Agreement.
5. Discuss the objectives of IMF.
6. Give the meaning of a Global Company.
7. Outline the meaning of polycentric approach.
8. How do you interpret MFN Treatment.

Section C

I - Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Describe the stages of internationalization.
10. Explain comparative advantage theory of international trade.
11. Describe the organization structure of WTO. Explain WTO's role in liberalization of global trade in goods and services
12. Write a detailed note on SAARC and its integration with other countries.

II - Compulsory question ($1 \times 10 = 10$ Marks)

13. Explain the various promotional strategies adopted by multinational companies.
