



K24P 3867

Reg. No. :

Name :

**I Semester M.Com. Degree (C.B.C.S.S. – O.B.E. – Reg./Supple./Imp.)
Examination, October 2024
(2023 Admission Onwards)
CMCOM 01C05 : INTERNATIONAL BUSINESS**

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any five** questions. **Each** question carries **three** marks : **(5×3=15)**

1. What is ICSID ?
2. Define Greenfield Strategy in international business.
3. Define Balance of Payment.
4. What is cross rate in international finance ?
5. Define Forex.
6. Define the concept of opportunity cost in international trade.

SECTION – B

Answer **any three** questions. **Each** question carries **five** marks : **(3×5=15)**

7. Explain Purchasing Power Parity Theory of exchange rate.
8. What is meant by product life cycle approach in international business ?
9. Briefly explain the four approaches of international trade.
10. Distinguish between Licensing and Franchising.
11. Give a summary of Heckscher-Ohlin theorem.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **ten** marks : **(3×10=30)**

12. Explain the objectives and challenges of international business.
13. Explain in detail the theory of absolute advantage and the theory of comparative advantage.
14. Explain IMF and its objectives. Also explain major criticisms leveled against it.
15. What are the legal mechanisms working for the smooth functioning of international business ?
16. How do you explain Fisher Effect? How is it different from International Fisher Effect ?

