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MASTER OF COMMERCE (M.COM)

EXAMINATION: MAY - 2025

SECOND SEMESTER

Sub: International Business (MCC24-201)

Date: 7/05/2025

Total marks: 60

Time: 10.00 am to 12.30 pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two)

(32)

1. Explain entry Strategies and Market Selection in International Marketing.
2. Discuss Bilateral and Multilateral trade laws.
3. Explain Methods of payment in International trade.
4. Explain in detail Nature and Scope of International Business Environment

Q. 2 Answer the following questions. (Attempt any two)

(16)

1. Explain in detail Problems of Patent Laws.
2. Explain in detail India's foreign trade in post globalization era.
3. Explain in detail International Marketing list down the features and its need.
4. Explain IBRD in detail.

Q. 3 Write short notes. (Attempt any three)

(12)

1. Environmental issues in International Business.
2. Role of India in SAARC.
3. Role of Foreign Investment in Globalization.
4. Dispute settlement mechanism under WTO.
5. Importance of Supply chain in International Marketing.
6. IMF