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MASTER OF COMMERCE (M.COM)

EXAMINATION:MAY- 2026

SECOND SEMESTER

Sub: International Business (MCC24-201)

Date: 7/05/2026

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. What is the nature of international business, and what are its key components? Explain the scope of international business in today's globalized economy.
2. What is the meaning of international marketing? Explain its features and problems.
3. What are bilateral and multilateral trade laws, and how do they regulate international trade? Explain the key differences between these agreements and their implications for global trade.
4. What are the key trends and challenges in India's foreign trade in post-globalization era? Explain the impact of liberalization policies on India's export and import patterns.

Q. 2 Answer the following questions. (Attempt any two) (16)

1. What are the key issues faced by countries in managing foreign investment?
2. What are international production and supply chains, and what are the key drivers of their growth? Explain the challenges faced by companies in managing global supply chains.
3. What is the WTO's dispute settlement mechanism, and what were the key objectives and outcomes of the Doha Round of talks? Explain the significance of these in shaping global trade rules.
4. What is the India's relationship with the IMF and IBRD, and how have these institutions supported India's economic development?

Q. 3 Write short notes. (Attempt any three) (12)

1. Trade blocks and its objectives
 2. Methods of payments in international trade
 3. Problems of Patent laws
 4. Role of India in SAARC
 5. Key entry strategies and market selection in international market
 6. Environmental issues in international market
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