



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G.DEGREE EXAMINATION – COMP.APP., ECO., & BUSI. ADMIN.

THIRD SEMESTER – APRIL 2017

CO 3206- INTERNATIONAL BUSINESS

Date: 04-05-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL THE QUESTIONS

Answer briefly the following terms in 5 lines each.

10 X 2 = 20 MARKS

1. Geocentric Marketing
2. Balance of Trade
3. Counter Trade
4. Letter of Credit
5. Certificate of Origin
6. Negative List
7. Joint Venture
8. TRIMS
9. IBRD
10. WTO.

PART – B

ANSWER ANY FOUR QUESTIONS:

4 X 10 = 40 MARKS

11. What are the reasons for doing international marketing?
12. Explain the important characteristics of pre shipment and post shipment finance.
13. What are the factors influencing the rate of exchange?
14. What is the problem of international Liquidity? Does the creation of SDR help to solve the problem?
15. Explain the functions of 'Asian Development Bank'.
16. How are foreign markets assessed economically and politically, for international marketing?
17. What are the tariff barriers confronting an International marketer? What is the stand of WTO on this issue?

PART – C

ANSWER ANY TWO QUESTIONS:

2 X 20 = 40 MARKS

18. Explain the classical theory of foreign trade.
19. Critically evaluate the working of WTO.
20. Who are the parties to a Letter of Credit? Describe the different kinds of letters of credit.
21. What are the merits and demerits of globalization?

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