



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – COMMERCE**

**FIFTH SEMESTER – NOVEMBER 2022**

**UCO 5604 – INTERNATIONAL TRADE AND PROMOTION**

Date: 30-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PAR T– A**

**(10 X 2= 20Marks)**

**Answer All the Questions:**

1. Write a short note on WTO.
2. What do you understand by International trade?
3. Write a short on Export houses.
4. Mention about Three Generic Strategies.
5. What is a special economic zone?
6. Define brand strategy.
7. What is Export Inspection Council?
8. What do you mean by Freight Investigation Bureau?
9. Write a short note on International Investment Centers.
10. Define International Financial Management.

**PART– B**

**(4 X 10 =40 Marks)**

**Answer any FOUR questions:**

11. Explain the various modes of International Business.
12. What are the functions of DGFT?
13. List out the objectives and functions of ITPO.
14. Explain the kinds of Commodity Boards in India.
15. What are the elements of brand strategy?
16. Elucidate the objectives and functions of IIFT.
17. Distinguish between Investment decision and Financing decision.

**PART– C**

**(2 X 20 =40 Marks)**

**Answer any TWO questions:**

18. Discuss about the WTO and its Implications to India.
19. Describe the various Market entry strategies.
20. Narrate the Trade Promotion Organisation and its Marketing strategies.
21. State the various functions of India International Trade Cent

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