MAY 2022 **P/ID 77933/RMB2J**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Define Internationalisation.
2. What do you mean by Licensing?
3. Write short note on Technology Transfer.
4. What is Strategic Alliance?
5. Define Cross-Cultural Literacy.
6. What are the effects of Cultural Change?
7. How does the WTO promote Global Free Trade?
8. Name the EMEA Regions.
9. What do you mean by Foreign Investment?
10. Define Trade Protectionism.
11. State any two advantages of Multilateralism.
12. What is Regional Integration?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Describe the Scope of International Business.

14. Explain the Types of Counter Trade.

15. How do Political Issues affect International Business? Discuss.

16. Interpret the Sources of Competitive Advantage in International Business.

17. Evaluate the impact of Regional Groupings in International Business.

18. List out the benefits of FDI to Home Countries.

19. Mention the Functions of World Bank in International Business.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Examine the Importance of Strategic Alliance in International Business.

21. Enumerate the Types of International Businesses.

22. Illustrate the National Competitive Advantage Theory of International Trade.

23. Describe the factors affecting Foreign Exchange Rate in India.

24. Discuss the Contemporary Issues in International Business.
