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SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
III	PART – III	CORE ELECTIVE-5	P23CO3E5B	INTERNATIONAL BUSINESS

Date : 15.11.2024/FN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer ALL Questions.
CO1	K1	1.	What is a key characteristic of international business? a) It only involves exporting goods. b) It is confined to specific geographic regions. c) It involves cross-border transactions of goods, services, or resources. d) It only involves service-based businesses
CO1	K2	2.	Which of the following methods of foreign market entry allows a company to control the foreign business unit? a) Franchising                      b) Exporting                      c) Joint ventures                      d) Licensing
CO2	K1	3.	Which economist is most associated with the theory of comparative advantage? a) David Ricardo                      b) Adam Smith c) Raymond Vernon                      d) John Maynard Keynes
CO2	K2	4.	The product life cycle theory explains a) How countries should specialize based on opportunity costs b) How new products are introduced in the market and evolve over time c) The relative transaction costs in international trade d) How tariffs impact trade between nations.
CO3	K1	5.	Which of the following best describes the nature of international business law? a) It is uniform and applies equally across all countries. b) It consists of a combination of treaties, conventions, and national laws c) It only applies to domestic transactions d) It is completely governed by the World Trade Organization (WTO)
CO3	K2	6.	What is one of the major challenges for international businesses dealing with contracts across different legal systems? a) Language barriers. b) Varying legal interpretations in code and common law systems c) Currency fluctuations d) Political instability
CO4	K1	7.	Which of the following is a key objective of multilateral trade agreements? a) To promote trade only within specific regional blocks. b) To reduce trade barriers and promote global free trade c) To impose tariffs on all imported goods d) To restrict foreign investments
CO4	K2	8.	The World Trade Organization (WTO) was established in which year? a) 1948                      b) 1965                      c) 1995                      d) 2001
CO5	K1	9.	Which of the following is a key characteristic of a multinational company (MNC)? a) Operates solely in its home country

			b) Owns or controls production or services facilities in more than one country. c) Relies entirely on exporting products d) Operates under a single regulatory framework globally
CO5	K2	10.	What is one of the main reasons host countries invite MNCs to operate within their borders? a) To reduce local employment b) To gain access to advanced technology and foreign investment. c) To increase their domestic import quotas d) To restrict competition within the local market
<b>Course Outcome</b>	<b>Bloom's K-level</b>	<b>Q. No.</b>	<b>SECTION - B (5 X 5 = 25 Marks)</b> <b>Answer <u>ALL</u> Questions choosing either (a) or (b)</b>
CO1	K2	11a.	Write the nature of international business. <b>(OR)</b>
CO1	K2	11b.	Describe about the stages of internalisation.
CO2	K2	12a.	Write the implications of comparative cost advantage theory. <b>(OR)</b>
CO2	K2	12b.	Brief the theory of opportunity cost.
CO3	K3	13a.	Write the scope of legal framework of international business. <b>(OR)</b>
CO3	K3	13b.	State the nature of legal framework of international business.
CO4	K3	14a.	Explain the purpose of multilateral trade agreements. <b>(OR)</b>
CO4	K3	14b.	How does the International Monetary Fund (IMF) support global economic stability?
CO5	K4	15a.	State the characteristics of MNC. <b>(OR)</b>
CO5	K4	15b.	Bring out the positive impact of MNC in local competition of host countries.

<b>Course Outcome</b>	<b>Bloom's K-level</b>	<b>Q. No.</b>	<b>SECTION - C (5 X 8 = 40 Marks)</b> <b>Answer <u>ALL</u> Questions choosing either (a) or (b)</b>
CO1	K4	16a.	Explain the importance of international business. <b>(OR)</b>
CO1	K4	16b.	Differentiate between the domestic and international business.
CO2	K5	17a.	Discuss the advantages and implications of theory of absolute cost advantage. <b>(OR)</b>
CO2	K5	17b.	Explain the various stages of product life cycle theory.
CO3	K5	18a.	What are the key legal provisions that should be included in international business contracts, and why are they critical for risk management? <b>(OR)</b>
CO3	K5	18b.	What are the complexities involved in legal framework of international business?
CO4	K5	19a.	Explain the functions of world bank. <b>(OR)</b>
CO4	K5	19b.	Discuss the regulatory role played by WTO in global trade.
CO5	K6	20a.	Explain the motives of MNC in operating developing countries. <b>(OR)</b>
CO5	K6	20b.	Discuss the challenges posed by MNC.

