

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2022
(Second Semester)

Branch – COMMERCE (FOREIGN TRADE)

FUNDAMENTALS OF INTERNATIONAL TRADE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Which of the following is international trade?
(i) Trade between countries (ii) Trade between regions
(iii) Trade between provinces (iv) Both (b) and (c)
2. What does the term Euro Currency market refers?
(i) The international foreign exchange market
(ii) The market where the borrowing and lending of currencies take place outside the country of issue
(iii) The countries which have adopted Euro as their currency
(iv) The market in which Euro is exchanged for other currencies
3. Identify the Govt. policy about exports and imports?
(i) Commercial policy (ii) Fiscal policy
(iii) Monetary policy (iv) Finance policy
4. What is the major difference between domestic and international HRM?
(i) The emergence of effective cross-border management styles.
(ii) The emergence of effective cross-border management styles.
(iii) The number of employees covered by the hr policies.
(iv) Increased complexities such as currency fluctuations, foreign HR policies and Practices, and divergent labour laws.
5. Choose the HRM practiced by multinational organizations?
(i) Globalization (ii) Personnel management practices
(iii) Domestic HRM (iv) International HRM

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) Classify the advantages and disadvantages of domestic and international trade.
(OR)
b) Analyse about the Ricardo's theory of Comparative cost.
7. a) List out advantages of free trade.
(OR)
b) Sketch the concept of TRIPS.
8. a) Describe the importance of Balance of Payments.
(OR)
b) Identify the concept of Disequilibrium.

Cont...

9. a) Examine the steps involved in EFTA.
(OR)
b) Elaborate the forms of Economic Integration.
10. a) Summarize the Factors affecting international HRM.
(OR)
b) Point out the determinants of International staffing policy.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a) Describe the classical theory of international trade.
(OR)
b) Narrate about the Adam smith theory of absolute cost advantage.
12. a) List out the steps involved in IPR and Developing Countries
(OR)
b) Compare and contrast the Tariff and non-tariff barriers.
13. a) Explain the various methods of Adopting Import Substitution.
(OR)
b) Discuss the Financing of balance of payments Deficit.
14. a) Interpret the needs and benefits of Economic Integration Grouping.
(OR)
b) Enumerate the concept of SAARC and SAPTA.
15. a) Sketch the importance of International Organization Structure .
(OR)
b) Elaborate the International Staffing Policy with example.

Z-Z-Z

END

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION DECEMBER 2022
(Fourth Semester)**

Branch – COMMERCE (FOREIGN TRADE)

INTERNATIONAL BUSINESS ENVIRONMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Macro environment consist of ____
 (i) public (ii) political & legal
 (iii) suppliers (iv) Customers
2. PESTLE is an analytical tool which helps to undertake
 (i) An internal analysis (ii) An external analysis
 (iii) A competitor analysis (iv) A strategic analysis
3. Globalization refers to -----
 (i) Lower incomes worldwide
 (ii) Less foreign trade and investment
 (iii) Global warming and their effects
 (iv) A more integrated and interdependent world
4. The following is not a feature of globalisation
 (i) Similar strategies are adopted by a firm in all markets
 (ii) Only multinational firms engage in international business.
 (iii) The convergence of ideas and culture.
 (iv) Obliteration of national boundaries.
5. Multinational corporations is also referred to _____
 (i) Multinational collaboration (ii) Multinational entity
 (iii) Transnational corporation (iv) Multinational development
6. Which of the following is not a feature of a Multi-National Company?
 (i) It owns/controls production in more than one nation.
 (ii) It sets up factories where it is close to the markets.
 (iii) It organises production in complex ways.
 (iv) It employs labour only from its own country.
7. ----- represents investments made by investors, in other country firms with the aim of earning profits from their investments
 (i) Foreign Direct Investment (ii) Foreign Deflect Investment
 (iii) Foreign Exchange (iv) Social Marketing
8. The term 'International Liquidity' means -----
 (i) Debts (ii) All the financial resources (iii) Quality (iv) Investment
9. State any one argument for social responsibility of business.
 (i) All social problems (ii) Some social problems
 (iii) Favourable environment of business (iv) All economic problems
10. Social responsibility is
 (i) Same as legal responsibility (ii) Broader than legal responsibility
 (iii) Narrower than legal responsibility (iv) None of them

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11. a) What are the main elements of the international business environment?
(OR)
b) State the factors affect the political environment.
12. a) List out the barriers of globalization.
(OR)
b) Mention the types of International Migration.
13. a) Explain the types of MNC's.
(OR)
b) What is importance of international trade?
14. a) Bring out the causes of International Debt.
(OR)
b) Narrate the Problems of International liquidity.
15. a) Explain the Process of International Negotiation.
(OR)
b) What are the social responsibilities of a business?

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16. Explain the scope and importance of international business environment.
17. What is the various Methods of Technology transfer in Business Environment?
18. Describe the merits and demerits of MNCs.
19. Discuss the theories of International Investment.
20. Enumerate the factors affecting social orientation of business.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – COMMERCE (FOREIGN TRADE)

**DISCIPLINE SPECIFIC ELECTIVE – I : FOREIGN TRADE PROCEDURES
AND DOCUMENTATION**

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Who regulates the export and imports in India?
(i) FTDR Act (ii) RBI Act
(iii) SEBI Act (iv) Companies Act
2. Who issues IEC
(i) Central Government (ii) State Government
(iii) Director General of Foreign trade (iv) Ministry of commerce
3. Which of the following public sector companies/organizations provides insurance cover to exporters?
(i) IRDA (ii) SIDBI
(iii) NABARD (iv) ECGC
4. Which of the following documents are not required for obtaining an export license?
(i) IEC number (ii) Letter of Credit
(iii) Registration Cum membership (iv) Bank account number
5. Which of the following trade policies limits specified quantity of goods to be imported at one tariff rate?
(i) Quota (ii) Import tariff
(iii) Specific tariff (iv) Market size
6. State the possibility of a loss that resulting from a borrowers failure to repay a loan or meet contractual obligations.
(i) Credit risk (ii) Transport risk
(iii) Political risk (iv) Currency risk
7. Customs clearance work involves preparation and submission of documentations required to facilitate
(i) Risk (ii) Document
(iii) Export and imports (iv) Price
8. _____is an arrangement to avoid some or all forms of competition, the parties to which are business enterprises domiciled under more than one government and trading across national frontiers.
(i) International cartel (ii) International pricing
(iii) Export Factoring Services. (iv) Import Factoring Services.
9. Which one of the following is not a document related to fulfill the customs formalities?
(i) Shipping bill (ii) Export license
(iii) Letter of credit (iv) Performa invoice
10. What assess the risk and your plans for risk mitigation and revise these when you learn more the risk?
(i) Risk planning (ii) Risk monitoring
(iii) Risk analysis (iv) Risk identification

SECTION - B (35 Marks)Answer **ALL** Questions**ALL** Questions Carry **EQUAL** Marks (5 x 7 = 35)

11. a) Bring out the Features of global Trade.

(OR)

b) Explain briefly about the methods of Payment in International Trade.

12. a) Explain briefly about Registered Exporters.

(OR)

b) Describe the Trading and Export House with examples.

13. a) Narrate on the Foreign Exchange Regulations.

(OR)

b) Explain briefly about Customs Clearance for Export Goods.

14. a) Explain briefly about the import financing.

(OR)

b) Sketch the details of Pre-Import Procedures.

15. a) Classify the Factors affecting Pricing Decisions.

(OR)

b) Outline the risks of currency risk, country risk and political risk.

SECTION - C (30 Marks)Answer any **THREE** Questions**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

16. Summarize features of International Trade.

17. Identify Legal Framework of International Trade.

18. Highlight the functions of ECGC.

19. Categories the Documents related to Imports and draw a format of any one import document.

20. Discuss the Pricing Methods in International Trade.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – COMMERCE (FOREIGN TRADE)

INTERNATIONAL MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Which of the following is NOT a strategic alliance?
(i) Joint marketing campaign (ii) Cooperative product development
(iii) Joint venture (iv) Merger
- 2 The 'Concentrated Marketing' is also called as
(i) Mass Marketing (ii) Segmented Marketing
(iii) Niche Marketing (iv) Micro Marketing
- 3 Name the branding practice wherein several related products with the same brand name are advertised using the same advertisement
(i) Umbrella Branding (ii) Ingredient Branding
(iii) Salience Branding (iv) Co-Branding
- 4 In which of the following stages of product life cycle a company reduces sales promotion to take advantage of heavy consumer demand?
(i) Introduction (ii) Growth
(iii) Maturity (iv) Decline
- 5 Dumping refers to:
(i) Reducing tariffs
(ii) Sale of goods abroad at a lower price, below their cost and price in their home market
(iii) Buying goods at low prices abroad and selling at higher prices locally
(iv) Expensive goods selling for low prices
- 6 Which of the following is the characteristic of price?
(i) Packaging (ii) Payment period
(iii) Services (iv) Brand name
- 7 "International marketing is a global process of planning and executing conception, pricing, promotion" The definition fails to recognize
(i) Non-Profit marketing (ii) Business-To-business marketing
(iii) Consumer marketing (iv) Integration of the 4 Ps
- 8 What is the next step after "the opening" in personal selling process?
(i) negotiation (ii) Need and problem identification
(iii) Closing the sale (iv) Dealing with objectives
- 9 In the ____ method of data collection, the individual becomes part of a group he wants to study.
(i) Non-participant Observation (ii) Focus Group Interview
(iii) Schedule (iv) Participant Observation
- 10 Among these, which sampling is based on equal probability?
(i) Simple random sampling (ii) Stratified random sampling
(iii) Systematic sampling (iv) Probability sampling

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

- 11 a Bring out the importance of International Marketing.
OR
b Compare Domestic Marketing and International Marketing.
- 12 a Explain Product Life cycle.
OR
b Outline the steps for new product development.
- 13 a List out the factors affecting pricing.
OR
b Show the Export Price structure.
- 14 a Describe the types of Foreign Intermediaries.
OR
b Discuss the problems in International Marketing Communication.
- 15 a Explain International Business intelligence and its requirements.
OR
b Bring out the methods of sampling?

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Explain briefly about Market entry strategies of Indian firms.
- 17 Identify the branding problems in International Marketing.
- 18 Highlight the various approaches in Pricing.
- 19 Summarize the channels available in indirect exporting.
- 20 Classify the various types of Research.

Z-Z-Z

END