

Total No. of Pages: 1

7776

Register Number:

Name of the Candidate:

P.G.DIPLOMA EXAMINATION December 2014

(INTERNATIONAL BUSINESS)

110. FUNDAMENTALS OF INTERNATIONAL BUSINESS

Time: Three hours

Maximum: 100 marks

**Answer any FIVE of the following
All questions carry equal marks**

(5×20=100)

1. What are the gains from International Trade? Illustrate with Indian examples.
2. Discuss in detail about the factors influencing the buying behaviour in International Marketing.
3. Distinguish between Balance of Trade and Balance of payments.
4. Evaluate the theory of purchasing power parity of Foreign exchange.
5. Explain the Economic determinants of inward FDI in India.
6. Elucidate the role of IMF in ensuring international liquidity.
7. Explain the significance of SDR in International Business.
8. Explain in detail "Gains from trade" and "Terms of trade".
9. Explain the factors affecting the exchange rate fluctuations in foreign exchange.
10. Bring out the salient features of EXIM policy.
