APRIL 2026 **72265/150E2A**

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in about 30 words each.

1. What is international business?

2. What is the role of trade theories in international business?

3. Define globalization of technology.

4. List two modes of entry into international markets.

5. Define the concept of the New Trade Theory.

6. What is the purpose of Foreign Direct Investment (FDI)?

7. Mention two impacts of exchange rates on investment flows.

8. Define non-tariff barriers with examples.

9. What are the advantages of MNCs to host countries?

10. State two major trends in world trade.

11. What role does BREXIT play in international business?

12. Explain Regional Economic Groupings.

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions in about 200 words each.

13. Discuss the importance of the Foreign Exchange Market in international trade.

14. Explain Mercantilism and its relevance today.

15. Describe the concept of tariff barriers and their impact on trade.

16. Analyze the impact of globalization on production.

17. Compare regionalism with multilateralism in global trade.

18. Discuss Porter's Diamond model of competitive advantage.

19. Explain the significance of ILO in protecting labor standards globally.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions
in about 500 words each.

20. Discuss the challenges and opportunities faced by MNCs in international business.

21. Explain the Heckscher-Ohlin Theory and how it differs from Comparative Advantage.

22. Describe the modes of FDI entry and their significance for businesses.

23. Evaluate the effects of protectionism on world trade.

24. Analyze the roles of major institutions like the IMF, World Bank, and WTO in supporting international business activities.

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