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Reg. No.

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VI Semester B.Voc. (RM) Degree Examination, September - 2021

RETAIL MANAGEMENT

International Business

(CBCS Scheme 2018-2019 and onwards)

Paper : 6.4

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answers Should be written in English only.

SECTION - A

Answer any **FIVE** sub questions. Each sub-question carries **Two** marks. **(5×2=10)**

1. a. State two features of International Business.
- b. Define Globalisation.
- c. What is domestic company?
- d. Define MNC.
- e. What is International market Intelligence?
- f. What is Shipping Bill?
- g. State two features of Marketing Research.

SECTION - B

Answer any **THREE** questions. Each question carries **Six** marks. **(3×6=18)**

2. Briefly explain forms of international Business.
3. State essential conditions for globalisation.
4. Briefly explain role of MNC's in India.
5. Give a brief note on Marketing Information system.
6. Briefly explain documentation of export trade.

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SECTION - C

Answer any **THREE** questions. Each question carries **Fourteen** marks. (3×14=42)

7. Explain theories of international trade.
 8. Explain various stages of globalisation.
 9. Explain types of MNC's.
 10. Explain Application of international marketing information.
 11. Explain steps and documentation of Import trade.
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