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VI Semester B.B.A. Degree Examination, August/September - 2023

BUSINESS ADMINISTRATION**International Business
(CBCS Scheme F + R)****Paper : 6.3****Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates :**

All answers should be written in English only.

SECTION - AAnswer any **FIVE** sub-questions. Each sub-questions carries 2 marks.**(5×2=10)**

1. a) What is shipping bill?
- b) Expand the following FDI, EXIM
- c) What is importing?
- d) Give the meaning of globalization.
- e) What is a letter of credit ?
- f) What do you understand by franchising ?
- g) Give the meaning of takeovers.

SECTION - BAnswer any **THREE** questions. Each question carries 5 marks.**(3×5=15)**

2. List out any Three merits and demerits of FDI.
3. Discuss briefly the stages of import procedures.
4. Explain the various features of marketing research.
5. Write briefly the importance of international business.

[P.T.O.]



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SECTION - C

(3×15=45)

Answer any **THREE** questions. Each question carries **15** marks.

6. Explain the measures to correct the disequilibrium in the Balance of Payments (BOP)

7. Explain the various stages of international product life cycle.

8. Explain the advantages of MNCs to home country and host country.

9. Discuss various modes of entry into international business.





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VI Semester B.B.A. Degree Examination, September/October - 2022

MANAGEMENT

International Business

(CBCS Scheme 2018 (R))

Paper : 6.1

Maximum Marks : 70

Time : 3 Hours

Instructions to Candidates:

Answer to be written in English only.

SECTION-A

Answer any Five of the following.

(5×2=10)

1. a. Give the meaning of international business.
- b. What is franchising?
- c. What is turn key projects?
- d. What do you mean by transnational company?
- e. State any 4 Indian MNC's.
- f. Mention any 4 objectives of EXIM Bank.
- g. Name the primary sources of information.

SECTION - B

Answer any Three of the following.

(3×6=18)

2. Write a short note on comparative advantage theory.
3. Explain the Merits and De-merits of FDI.
4. Explain the stages of Globalisation.
5. State the objectives of international Marketing Research.
6. Explain documentation of export trade.



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SECTION - C

(3×14=42)

Answer any **Three** of the following.

7. Explain the nature and characteristics of international Business.
 8. Explain the various modes of entry into international business.
 9. Explain the Role of MNC's in India.
 10. Briefly explain the advantages and dis-advantages of Globalisation.
 11. Discuss various functions of EXIM bank of INDIA.
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