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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 - A**

Answer any FIVE sub-questions. Each sub-questions carries 2 marks.

 $(5 \times 2 = 10)$ 

- 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-B**

Answer any THREE questions. Each question carries 5 marks,

 $(3 \times 5 = 15)$ 

- 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.

### (7)

## SECTION-C

Answer any THREE questions. Each question carries 15 marks.

(3×15=45)

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

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

CBCS Scheme 2018 (R)) International Business Paper: 6.1

Maximum Marks:

Instructions to Candidates:

Time: 3 Hours

Answer to be written in English only.

SECTION-A

Answer any Five of the following

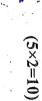
- Give the meaning of international business
- What is franchising?
- What is turn key projects?
- What do you mean by transnational company?
- State any 4 Indian MNC's.
- Mention any 4 objectives of EXIM Bank.
- άÓ Name the primary sources of information.

SECTION - B

Answer any Three of the following

- N Write a short note on comparitive advantage theory
- Cu Explain the Merits and De-merits of FDI.
- Explain the stages of Globalisation
- State the objectives of international Marketing Research.
- Explain documentation of export trade.





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 $(3\times14=42)$ 

# SECTION - C

Answer any Three of the following.

Explain the nature and characteristics of international Business.

- Explain the various modes of entry into international business.
- Explain the Role of MNC's in India.
- Briefly explain the advantages and dis-advantages of Globalisation.
- Discuss various functions of EXIM bank of INDIA.