



MS – 507

VI Semester B.B.M. Examination, May 2016
(Fresh + Repeaters) (2014-15 and Onwards)

BUSINESS MANAGEMENT

Paper – 6.1 : International Business

Time : 3 Hours

Max. Marks : 100

Instruction: Answer should be in **English only**.

SECTION – A

Answer **any 8** sub-questions. Each question carries **2** marks. **(8×2=16)**

1. a) State any four features of international business.
- b) What is international franchising ?
- c) What is international joint venture ?
- d) What are the components of globalisation ?
- e) Give any two reasons for firm's going global.
- f) What is organisational transformation ?
- g) Expand : PCN, HCN, TCN and TNC.
- h) What is international marketing information ?
- i) What do you mean by EXIM policy ?
- j) Give the meaning of letter of credit.

SECTION – B

Answer **any three** questions. Each question carries **8** marks : **(3×8=24)**

2. What is the theory of absolute advantages ?
3. Explain the advantages and disadvantages of international licensing.
4. Distinguish between domestic and foreign companies.
5. Discuss briefly the stages of import procedures.

P.T.O.



SECTION - C

Answer Q. No. 10 which is compulsory and any three of the remaining. Each question carries 15 marks.

(4x15=60)

6. Explain the measures to correct the disequilibrium in the Balance of Payments (BOP).
7. Explain briefly the types of data/information required for international business.
8. What are the factors to be considered while making decisions to enter the foreign markets ?
9. Explain the manifestation of globalisation.
10. Explain the advantages of MNC's to home country and host country.



SA – 821

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(Fresh) (2014-15 and Onwards)
(Semester Scheme)
BUSINESS MANAGEMENT
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Time : 3 Hours

Max. Marks : 100

Instruction : Answers should be written in **English** only.

SECTION – A

1. Answer **any 8** questions. **Each** question carries **2** marks. **(8×2=16)**
- What do you mean by opportunity cost theory ?
 - What is globalisation ?
 - What do you mean by political environment of business ?
 - What is marketing information system ?
 - Define international business.
 - Give the definition of marketing research.
 - What is franchising ?
 - What do you mean by Balance of Trade ?
 - What are BPO's ?
 - What is Direct Exporting ?

SECTION – B

- Answer **any 3** of the following questions. **Each** question carries **8** marks. **(3×8=24)**
- What are the four approaches to international business ?
 - Mention the advantages and disadvantages of FDI.
 - Explain the methods of payment.
 - What are the features of international business ?

P.T.O.



SECTION - C

Answer question No. 10 which is **compulsory** and **any 3** of the remaining. **Each** question carries **15** marks. **(4x15=60)**

6. List out the export promotion institutes.
7. Explain the scope of international marketing.
8. Briefly explain various modes of entering into international business.
9. Differentiate between domestic business operations and international business operations.
10. What are the advantages and disadvantages of globalisation ?