VI Semester B.B.A. Examination, May/June 2018  
(CBCS) (Freshers + Repeaters) (2016-17 and Onwards)  
BUSINESS ADMINISTRATION  
6.1 : International Business  
Time : 3 Hours  
Max. Marks : 70  

Instruction : All answers should be written in English only.  

SECTION – A  

1. Answer any five of the following questions, carrying two marks each. (5x2=10)  
a) State any two forms of international business.  
b) What is franchising?  
c) Give the meaning of joint ventures.  
d) State any two features of globalisation.  
e) What is transnational company?  
f) Give the meaning of International Marketing Intelligence.  
g) What do you mean by export trade?  

SECTION – B  

Answer any three of the following questions, carrying six marks each. (3x6=18)  
2. Explain briefly ethnocentric approach of international business.  
3. Discuss briefly various modes of entry into international business.  
4. Bring out various features of marketing research.  
5. Explain the documentation of Import trade.  
6. Briefly explain the nature of MNCs.
Answer any three of the following questions, carrying fourteen marks each.

(3 x 14 = 42)

7. Explain the nature and characteristics of international business.

8. Discuss the implication of globalisation of business.

9. Discuss roles of MNCs in the development of international business.

10. Explain the export and import trade procedures.

11. Discuss information requirements for international marketing.
VI Semester B.B.M. Examination, May/June 2018
(Repeaters) (2014-15 and Onwards)
BUSINESS MANAGEMENT
Paper – 6.1 : International Business

Time : 3 Hours  Max. Marks : 100

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

**SECTION – A**

Answer any 8 sub-questions. Each question carries 2 marks. (8x2=16)

1. a) What is globalisation ?
   b) What is FDI ?
   c) What is franchising ?
   d) What is negative integration ?
   e) State any two advantages of MNC’s.
   f) What is letter of credit ?
   g) What is marketing intelligence ?
   h) Define international business.
   i) Give the meaning of marketing research.
   j) What is direct exporting ?

**SECTION – B**

Answer any three questions. Each question carries 8 marks. (3x8=24)

2. Mention advantages and disadvantages of FDI.
3. Explain briefly the problems of international business.
4. Briefly explain the features of globalisation.
5. Discuss the steps involved in marketing research.

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. Discuss the approaches and stages of international business.

7. Explain the advantages and disadvantages of MNCs.

8. What is licensing? What are the advantages and disadvantages of international licensing?

9. Explain the steps involved in international market research.

10. What is EXIM bank? Explain the functions of EXIM bank.
VI Semester B.B.A. Examination, May 2017
(CBCS) (Freshers) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.1 : International Business

Time : 3 Hours
Max. Marks : 70

*Instruction : All answers should be written in English only.*

SECTION – A

1. Answer **any five** of the following questions carrying **two marks each** : \((5\times2=10)\)
   a) State the need for international business.
   b) What is FDI ?
   c) What is meant by turn key projects ?
   d) What is international market intelligence ?
   e) Expand - IIC, B.I.S., GDP and DGFT.
   f) What is a mate’s receipt ?
   g) What is a letter of credit ?

SECTION – B

Answer **any three** of the following questions carrying **six marks each** : \((3\times6=18)\)
2. Briefly explain absolute advantage theory.
3. Write briefly the importance of international business.
4. Write the impact of FDI on domestic business in India.
5. List out various export promotion institutions.
6. Discuss briefly steps in export procedure.

SECTION – C

Answer **any three** of the following questions carrying **fourteen marks each** : \((3\times14=42)\)
7. Explain the factors to be considered while making decision to enter foreign markets.
8. Discuss various modes of entry into international business.
9. What is balance of payment ? What are the causes for disequilibrium in B.O.P. in India.
10. Explain the factors/reasons for the growth of MNCs.
11. Explain the reasons for weak performance of India’s export trade.
VI Semester B.B.M. Examination, May 2017  
(Repeaters) (2014 – 15 and Onwards)  
BUSINESS MANAGEMENT  
Paper – 6.1 : International Business

Time : 3 Hours  
Max. Marks : 100

Instruction : Answer in English only.

SECTION – A

Answer any 8 Sub-questions. Each question carries 2 marks.  
(8x2=16)

1. a) What do you mean by International Business ?  
b) Give the meaning of International Franchising.  
c) What is FPI ?  
d) What do you mean by Globalisation ?  
e) Identify the different drivers of Globalisation.  
f) Give any two reasons for companies becoming multinational.  
g) State any four challenges faced by MNC's.  
h) Expand IMKIS and IMI.  
i) What do you mean by IMR ?  
j) What do you mean by Bill of entry ?

SECTION – B

Answer any three questions. Each question carries 8 marks.  
(3x8=24)

2. What are the problems of international business ? Discuss.  
3. Mention the advantages and disadvantages of FDI.

P.T.O.
4. What do you mean by International marketing research and bring out its objectives?

5. Briefly explain the documents required for export trade.

SECTION – C

Answer Q. No. 10 which is compulsory and any three of the remaining. Each question carries 15 marks. (4×15=60)

6. What is disequilibrium in Balance of Payment (BOP)? Explain the causes of disequilibrium.

7. What do you mean by international marketing Intelligence? Briefly explain the broad areas of information requirement for international marketing.

8. Briefly explain the modes of entering into international business.

9. Critically examine the effects of globalisation in India.

10. Distinguish between domestic company and multinational company.