

Roll No.

57553

**BBA 6th Semester (N. S.) 2014-17
Examination – April, 2018**

FOUNDATION OF INTERNATIONAL BUSINESS

Paper : BBAN - 603

Time : Three Hours] [Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section – A is *compulsory*. Attempt *four* questions from Section – B, selecting at least *one* question from each Unit.

SECTION – A

1. Briefly explain the following :

- (a) Difference between domestic and international business.
- (b) Motives for international business.

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- (c) Features of FDI.
- (d) Need for control of international business.
- (e) Need for product modification in international market.
- (f) Dumping.
- (g) Accounting differences across countries.
- (h) Issues in international staffing

SECTION – B

UNIT – I

- 2. Describe the various components of international business environment.
- 3. Describe the various types of barriers in international business. <http://www.HaryanaPapers.com>

UNIT – II

- 4. Mention the factors affecting country evaluation and selection.
- 5. Explain the factors affecting foreign direct investment.

UNIT – III

- 6. How are branding decisions taken for foreign markets ? Explain.
- 7. Describe various approaches to international pricing.

UNIT – IV

- 8. Explain the cross cultural challenges in international business.
- 9. Describe the basic techniques of risk management in international business.