

Roll No. ....

**57553**

**BBA 6th Semester (N.S.) 2014-17  
Examination – May, 2024**

**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 contains eight short answer type questions of two marks each. All the questions are **compulsory**. Section-B attempt **four** questions in all, selecting **one** question from each unit. All questions carry equal marks

**SECTION – A**

1. Describe the following :
  - (a) Political environment
  - (b) Export tariff
  - (c) Strategic Alliance

- (d) Budgetary control
- (e) Dynamic pricing
- (f) Foreign agent
- (g) Financial risk
- (h) Cultural shock

**SECTION – B**

**UNIT – I**

2. What is International Business environment ? Explain various elements of International Business Environment.
3. Discuss the term Global Trading. Explain the importance of global trading in today's time.

**UNIT – II**

4. Explain different entry modes in foreign market. What are the various factors to be considered while going for global markets ?
5. What do you mean by foreign direct investment ? Explain difference between foreign direct investment and foreign portfolio investment.

**UNIT – III**

6. What do you mean by international pricing ? What are the different approaches to international pricing of a product ?

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7. Explain different types of Branding decisions in the international market. What is the importance of good Branding of a product in International market ?

**UNIT – IV**

8. Explain the concept of cross culture ? Discuss different cross culture challenges in faced by business organizations in international market.
9. What is risk management in foreign trade ? How do you manage risk in international business ?
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