

BBA 6th Sem. (NS) 2014-17

Examination, May - 2025

FOUNDATION OF INTERNATIONAL BUSINESS

Paper - BBAN603

Time allowed : 3 hours][Maximum marks : 80

Note : Attempt five questions in all, selecting one question from each unit. Question No. 1 is compulsory. All questions carry equal marks.

1. Write short notes in 40 -50 words: $8 \times 2 = 16$
- What are the main types of international business?
 - What is the purpose of global trading systems?
 - Name two modes of foreign market entry.
 - Why is country evaluation important in international business?
 - What is outsourcing in international business?
 - What is one factor that influences international pricing?

(2)

(vii) What is one challenge of cross-cultural business operations?

(viii) Name one key factor in international staffing decision?

Unit - I

- Discuss the various types of international business. How do companies decide on the best mode of international expansion? 16
- What are the major risks in international business? Discuss strategies that companies use to mitigate political, economic, and financial risks. 16

Unit - II

- Compare and contrast the different foreign market entry modes such as exporting, licensing, joint ventures, and wholly owned subsidiaries. 16

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5. Differentiate between foreign direct investment (FDI) and portfolio investment. What factor influence a company's decision to invest in a foreign market? 16

Unit - III

6. What are the key considerations in foreign manufacturing and sourcing decisions? Discuss the benefits and challenges of outsourcing and offshoring. 16
7. Discuss the various approaches to international pricing. How do factors such as exchange rates, inflation, and competition influence pricing strategies? 16

Unit - IV

8. How do accounting differences across countries impact financial reporting and business decision-making in international business? 16

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9. What are the key international staffing and compensation decisions? How do companies manage expatriate employees and ensure fair compensation across countries? 16