

Roll No.

57553

**BBA 6th Semester (2014-17)
Examination – May, 2026**

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

SECTION – A

1. Answer all questions :

- (a) Define international business.
- (b) Define global trading system.
- (c) Give two factors considered in country evaluation for business.

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- (d) What is cultural diversity in international business ?
- (e) State two accounting differences observed across countries.
- (f) State two criteria for selecting a foreign market.
- (g) What is international branding ?
- (h) Give one difference between domestic and international accounting practices.

SECTION – B

UNIT – I

- 2. Explain the risks and barriers to international business and how they can be overcome ?
- 3. Discuss the basic structure of the international business environment.

UNIT – II

- 4. Explain different modes of entering foreign markets with suitable examples. <https://www.pyqonline.com>
- 5. Write a note on foreign direct investment (FDI) and portfolio investment.

UNIT – III

- 6. Explain foreign manufacturing and sourcing decisions. How do firms take branding decisions in international markets ?

7. Discuss the approaches to international pricing and the role of channels and logistics in international business.

UNIT – IV

8. Explain the cross-cultural challenges faced in international business. How can firms manage them ?
 9. Explain the techniques of risk management in international business.
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