

Roll No.

57553

**BBA 6th Semester (N. S.) 2014-17
Examination – November, 2019**

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 : All question of Section 'A' are *compulsory*. Attempt any *four* questions from Section 'B' selecting at least *one* question from each Unit.

SECTION – A

1. Write short notes on :

- (a) Strategic motive of IB.
- (b) Trade deficit.
- (c) Export promotion.

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- (d) Challenges of foreign market.
- (e) Global sourcing.
- (f) Accounting differences across countries.
- (g) International marketing.
- (h) High-context vs low context culture.

SECTION – B

UNIT – I

2. Define international business. What are the different types of risk involved In international business ?
3. Bring out the routes of globalization. Discuss the drivers of international business.

UNIT – II

4. How business environment of a country will affect the international investment ? Explain the factor influencing the international business.
5. Explain the different modes to enter in the foreign market. How you will choose the best mode ?

UNIT – III

6. Briefly describe the channels of international distribution, identify the factors that make managing distribution channels in international markets much more complex compared to domestic markets.
7. Discuss the factors affecting product and branding decisions for foreign markets ?

UNIT – IV

8. Define cross culture. Discuss different cross culture challenges international business face by the different companies.
9. Define international staffing. What is the process of international staffing and compensation decisions ?