

Roll No. :

Total No. of Questions : 5] [Total No. of Pages : 3

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B.B.A. 6th Semester (Supplementary)
Examination, March-2021
(New Scheme 2014-17)

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 2 marks each. All the questions are compulsory. From Section-B attempt *four* questions in all, selecting *one* question from each Unit. All questions carry equal marks.



Section-A

1. Write short notes on the following :
 - (a) Internationalisation

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(1)

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- (b) Global trading
- (c) FDI
- (d) Portfolio Investment
- (e) Logistical decisions
- (f) Sourcing decisions
- (g) Cross cultural challenges
- (h) International staffing

Section-B

Unit-I

2. Define International Business and its basic structure in competitive world.

Or

Explain the importance, risk and motives in International Business.

Unit-II

3. Discuss the merits and demerits of various controlling methods in International Business.

Or

Explain the different modes of foreign market entry.

Unit-III

4. Explain the steps of product and branding decisions for foreign markets.

Or

What is International pricing and various approaches to International Pricing ?

Unit-IV

5. Discuss the basic techniques of risk management in International Business.

Or

How a firm manages accounting differences across countries in International front ?