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[Roll No.]

BBA-602

**BBA VIth Semester
Examination Dec., 2023**

**FUNDAMENTALS OF INTERNATIONAL
BUSINESS**

Time : 2 Hours]

[Max. Marks : 70

Note :- This paper is of Seventy (70) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

Section-A

(Long Answer Type Questions) 2×19=38

Note :- Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

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(1)

P.T.O.

1. What do you understand by International Business? Differentiate between international marketing and domestic marketing.
2. What do you understand by Globalization? Explain the process of internationalization of a business.
3. What is FDI? Elaborate are the future prospects of FDI worldwide.
4. Explain the international product life cycle theory. What are the relevant export decisions.
5. What is penetration pricing? Write a short note on product planning matrix.

Section–B

(Short Answer Type Questions) 4×8=32

Note :- Section ‘B’ contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

Briefly discuss any *four* of the following :

1. Business Goals
2. Exchange control
3. Determinants of global trade
4. SWOT

5. Licensing
6. Tariff barriers.
7. Objectives of advertising
8. Skimming Strategy
