

A-0832

Total Pages : 4

Roll No. -----

BBA-602

Fundamentals of International Business

Bachelor of Business Administration (BBA)

6th Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

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

P.T.O.

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Section-A

(Long-Answer-Type Questions)

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.

[2x19=38]

- Q.1. Explain different determinants of international business environment. How they impact the decision of business to go for internationalization?
- Q.2. Distinguish between FDI and FII. Which investment is better for a country and a business, explain the reasons in detail.
- Q.3. What are the tariff and non-tariff barriers in international trade? Explain their impact on international trade.
- Q.4. Discuss the role of WTO in international business.
- Q.5. Describe different intermediaries involved in international trade.

Section-B
(Short-Answer-Type Questions)

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.

[4x8=32]

- Q.1. How internationalization of business enhances its growth opportunities?
- Q.2. What are the key components of MNE strategy formulation?
- Q.3. What are the different entry strategies for international market?
- Q.4. Discuss various types of corrective measures of disequilibrium in Balance of Payments with examples.
- Q.5. In the light of the theory of comparative advantage, comment on the pros and cons of free trade.

P.T.O.

- Q.6. What are the main functions of Forex market? Explain forex market importance in international business.
- Q.7. What is international product life cycle theory? How is it related to international trade?
- Q.8. Discuss the major risk and challenges of international business with suitable example.
