

**A-1397**

**Total Pages : 04**

**Roll No. ....**

## **BBA-602**

### **Fundamentals of International Business**

#### **Bachelor of Business Administration (BBA)**

#### **Examination February-2026**

**Time : 2 Hours]**

**[Maximum 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 therein. 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**

**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.

**(2 × 19 = 38)**

**P.T.O.**

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**(1)**

1. Define international business. Explain the reasons for international trade and discuss the growing importance of international business in the modern global economy.
2. Describe the concept of **Multinational Enterprises (MNEs)**. Discuss the advantages and disadvantages of MNEs for host and home countries.
3. Explain the **foreign exchange risk** faced by international firms. Discuss various methods used to manage and hedge foreign exchange risk.
4. Discuss the structure and working of the **international monetary system**. Explain the evolution from the Bretton Woods system to the present system.
5. Explain the concept of **Balance of Payments**. Describe its components and analyse the causes and measures to correct disequilibrium in BOP.

**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.

**(4 × 8 = 32)**

1. Describe the concept and objectives of **international business strategy**.
2. What is **licensing** as a mode of entry into international markets? State its merits and limitations.
3. Discuss the role of **WTO** in regulating and promoting international trade.
4. What do you mean by **trade barriers**? Briefly explain tariff and non-tariff barriers.
5. Explain the importance of **cultural environment** in international business decisions.

P.T.O.

6. What is **export documentation**? Mention the main documents used in international trade.
7. Explain the concept of **transfer pricing** in multinational companies.
8. What are **regional economic integrations**? Briefly explain any one form of regional integration.

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