

A-0783

Total Pages : 3

Roll No.

BBA-602

Bachelor of Business Administration (BBA)

(Fundamentals of International Business)

Examination, June 2025

Time : 2:00 Hrs.

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 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) 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.

1. Discuss the components of international business environment. Explain their effect on international business.
2. Explain the process of internationalization of business. Discuss the EPRG framework in detail.
3. Discuss the functions of IMF in international business.
4. How does globalization affect international trade ?
5. Describe the theory of absolute advantage, comparative advantage, factor endowment theory and international product life cycle theory in detail.

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.

1. What are the main functions of Forex market ? Explain role of the main participants in Forex market.
2. What is an MNE, and why does it require a unique strategy ?

3. Explain the main functions of UNCTAD.
4. What are the intermediaries in international trade ?
What factors should be considered when selecting an intermediary ?
5. What is the difference between domestic business and international business.
6. What are the critical factors to consider when designing a promotion strategy for international markets ?
7. What are the roles of world bank in international business ?
8. “Balance of Payments Always Balances” critically analyze. Explain how disequilibrium occurs in BOPs.
