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VI Semester B.B.A. Examination, Sept./Oct. 2022
(CBCS – F+R – 2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.1 : International Business

Time : 3 Hours

Max. Marks : 70

Instruction : All answers should be written in English only.

SECTION – A

Answer **any five** of the following sub-questions. **Each** question carries **two** marks. (5×2=10)

1. a) Write the meaning of International business.
- b) What is the meaning of exporting ?
- c) Define MNCs.
- d) Give the meaning of Takeovers.
- e) What is Marketing Research?
- f) What is Geocentric approach?
- g) Expand: GDP and TNC.



SECTION – B

Answer **any three** of the following questions. **Each** question carries **six** marks. (3×6=18)

2. Briefly explain the features of international business.
3. Explain theories of international trade.
4. Write the impact of FDI on Indian domestic business.
5. Explain the stages of Globalization of business.
6. Briefly explain the documentation of Export trade.

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SECTION – C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks.

(3×14=42)

7. Explain modes of entry to international business.
8. Explain the various stages of international product life cycle.
9. Explain the advantages and disadvantages of globalization.
10. Discuss the information requirements for international marketing.
11. What is Balance of Payment ? What are the causes for disequilibrium in BOP in India ?

