

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.

9. Explain the advantages and disa A - NOITOS OBLIZATION

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.

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SECTION - B

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

 $(3 \times 6 = 18)$

- 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.

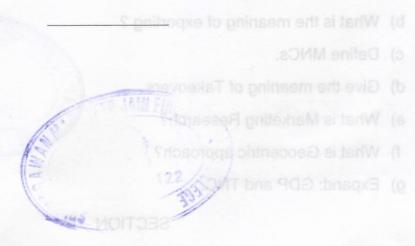


SECTION - C

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

 $(3 \times 14 = 42)$

- 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?



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