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Roll No.

BBA-401

B. B. A. (FOURTH SEMESTER)

MID SEMESTER

EXAMINATION, April, 2023

INTERNATIONAL BUSINESS

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each sub-question carries 10 marks.

1. (a) Enumerate the characteristics of international business. (CO1)
- (b) Identify the difference between domestic and international business. (CO1)
2. (a) Explain the EPRG Framework of International Business. (CO2)
- (b) Discuss the reasons for any firm to choose international operations for their business. (CO2)

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(2)

3. (a) Demonstrate the difference between Licensing and Franchising as a mode of international business entry. Give examples. (CO3)
- (b) Examine the types of mode of international business entry through FDI. Give examples. (CO3)
4. (a) Critically evaluate the Absolute cost advantage theory of international trade. (CO4)
- (b) Critically evaluate the Factor endowment theory of international trade. (CO4)
5. (a) Investigate the contribution of WTO in international business. (CO5)
- (b) Formulate strategy for international marketing mix for a product of your choice. (CO5)