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Roll No.

BBA-401

B. B. A. (FOURTH SEMESTER)

END SEMESTER

EXAMINATION, June, 2023

INTERNATIONAL BUSINESS

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among
(a), (b) and (c) in each main question.

(iii) Total marks in each main question are
twenty.

(iv) Each sub-question carries 10 marks.

1. (a) List the factors responsible for the growth
of international business across the
world. (CO1)

(b) What are INCOTERMS ? Explain any
three in detail. (CO1)

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(2)

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- (c) Elaborate the role of documentation in international trade. Explain any *one*. (CO1)
- 2. (a) Relate the Hecksher-Ohlin's theory of International Business in the current scenario. (CO2)
- (b) What is Joint Venture ? Demonstrate the benefits of Joint Venture with examples. (CO2)
- (c) Discuss the role and objectives of EPC in reference to their task in India. (CO2)
- 3. (a) Organize the various modes of international payment in terms of being safe and secure for an exporter. (CO3)
- (b) Illustrate the role and functions of FEMA in international business in India. (CO3)
- (c) Distinguish between balance of trade and balance of payment, while explaining the concept of BoP. (CO3)
- 4. (a) Recommend the International social responsibility practices in international business. Also discuss the issues faced by MNCs. (CO4)

(3)

- (b) Judge the formation and implications of the regional trading blocks. (CO4)
- (c) Evaluate IMF's role in supporting under-developed countries for international trading. (CO4)
- 5. (a) Enumerate opportunities in international business for business firms in India. (CO5)
- (b) Construct the possible risks a firm producing toys can face in the international market. (CO5)
- (c) An Indian company is willing to develop an electric car for the global market, develop the marketing mix considering the various factors of the international market. (CO5)

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