

H Roll No.

BBA-401

B. B. A. (FOURTH SEMESTER)

MID SEMESTER EXAMINATION,

April/May, 2022

INTERNATIONAL BUSINESS

Time : 1½ Hours

Maximum Marks : 50

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

(ii) Each question carries 10 marks.

1. (a) What is International Business ? Explain the factors that differentiate International from Domestic business. 10 Marks (CO1)

OR

(b) Explain the following : 10 Marks (CO1)

- (i) Absolute cost advantage theory
- (ii) Comparative cost advantage theory

(2)

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2. (a) Do you think Indian firms should go global and why ? Also explain modes of entry in international business.

10 Marks (CO2)

OR

- (b) What is the role of GATT in international trade ? Also, explain their objectives.

10 Marks (CO2)

3. (a) How many types of approaches are there in International business ? Explain.

10 Marks (CO1)

OR

- (b) Explain the role of International Business in growth of economy. 10 Marks (CO1)

4. (a) Explain the following : 10 Marks (CO2)

(i) Marketing mix

(ii) Role of IMF in International business

OR

- (b) Explain any *five* factors affecting decision making for International Business.

10 Marks (CO2)

(3)

5. (a) What do you understand by Multinational Corporations ? Also explain its importance in international business. 10 Marks (CO2)

OR

- (b) Explain the following : 10 Marks (CO2)

(i) Factor endowment theory

(ii) Turnkey projects

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