

END TERM EXAMINATION

SIXTH SEMESTER [BBA] JULY 2023

Paper Code: BBA-306

Subject: International Business Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Discuss the nature and scope of international business. What are the unique challenges and opportunities involved in international business? Explain with the help of example.
- Q2 Write short notes on **any three** of the following:-
(a) Role of World Bank in development of Developing Countries
(b) International Monetary Fund
(c) Social Responsibilities of TNCs
(d) Cross border mergers and acquisitions
- Q3 What is Globalization? Why countries encourage foreign investment? How FDI does contribute in the economic development of the host country?
- Q4 How Technological Developments have impacted the process of globalization? Why do companies in developing countries go for technology transfer and what are the usual problems faced by them in this regard?
- Q5 What is Global Competitive Advantage? Why is strategic planning important to achieve Global Competitive Advantage? Illustrate how some organizations have achieved this?
- Q6 (a) Explain the concept of Country risk analysis. Comment on socio-economic risk and its analysis.
(b) What are trade barriers? Give their classification and state their relative merits and demerits.
- Q7 Write short notes on:-
(a) Performance appraisal of employees in global context.
(b) Motivating employees globally
- Q8 What is Corporate Governance? How it is different from CSR? How Corporate Governance is done at a global level?
