



Term Evaluation (Odd) Semester Examination September 2025

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Name of the Program: BCom (H) V sem

Name of the Course: **International Business**

Course Code: BCH 502

Time: 1.5 Hours

Max Marks: 50

Note:

- (i) Answer all the questions by choosing any one of the sub-questions
(ii) Each question carries **10 marks**.

Q1.

- a) Define globalisation. Explain its importance in the world economy and discuss two major impacts on firms in emerging markets. CO 1

OR

- b) Distinguish between international business and domestic business. CO 1

Q2.

- a) Explain four modes of entry into international business (e.g., exporting, licensing, franchising, JV/wholly owned subsidiary). Discuss when each is appropriate. CO 2

OR

- b) What is the international business environment? Describe the economic, cultural, and political-legal components of national vs. foreign environments. CO 2

Q3.

- a) What do you understand by EPRG concept applied in international marketing? CO 3
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- b). What complexities arise when firms operate across borders? Illustrate with examples. CO 3

Q4.

- a) Provide an overview of theory of international trade: Absolute/Comparative Advantage. CO 4

OR

- b) Explain the Balance of Payments (BoP). Describe its main accounts and components, and discuss how persistent deficits/surpluses can influence business decisions. CO 4

Q5.

- a) Differentiate tariff and non-tariff measures. CO 5
OR

- b) Write a detailed note on the Regional Trades Agreement or Bloc. CO 5