



End Term (Even) Semester Examination May-June 2025

Roll no.....

Name of the Program and semester:

BBA-IV

Name of the Course:

INTERNATIONAL BUSINESS

Course Code:

BBA 405

Time: 3 hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1.

- a. Discuss Mercantile Theory and its relevance in today's international trade practices. How does it compare with other classical theories of international business? CO1
- b. Analyze the Absolute Cost Advantage Theory and explain its significance in global trade. Provide real-world examples of its application CO5
- c. Explain the Heckscher-Ohlin theory and critically evaluate its applicability to modern international trade in light of globalization and technological advancements. CO2

(2X10=20 Marks)

Q2.

- a. What are the primary reasons a company may choose to enter international business? Provide detailed explanations for at least three reasons with examples CO2
- b. Explain the stages of internationalization for firms. How does the internationalization process evolve over time, and what factors influence this progression? CO3
- c. Discuss the role of Multi-National Corporations (MNCs) in international trade. How do MNCs contribute to economic growth in both developed and developing countries? CO1

(2X10=20 Marks)

Q3.

- a. Discuss the concept of "Foreign Market Segmentation" and its importance in identifying potential overseas markets. How can companies tailor their approach to different market segments? CO3
- b. Analyze the risks associated with foreign market entry. What steps can companies take to mitigate these risks in the early stages of international expansion? CO5
- c. What is PESTLE Analysis? Discuss its relevance in international business decision-making. Provide examples of how each factor might influence business decisions in a foreign market. CO2

(2X10=20 Marks)

Q4.

- a. Explain the role of documentation in international trade. How does proper documentation ensure smooth operations and mitigate risks in cross-border transactions? CO2
- b. Discuss the various methods of international payments (e.g., letters of credit, open account, advance payment). How do these payment methods affect the risk profile of international transactions? CO4
- c. Analyze the key factors that influence import decisions for firms. What are the economic, political, and logistical challenges involved in importing goods from foreign markets? CO5

(2X10=20 Marks)

Q5.

- a. Describe the levels of regional economic cooperation and provide a detailed analysis of USMCA. How does this agreement enhance trade relations among its member countries? CO2
- b. Discuss the role of SAARC in promoting regional cooperation. What are the key achievements and



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challenges faced by SAARC in fostering economic development among South Asian countries?CO3
c. Discuss the BRICS grouping and its significance in global trade. How does BRICS influence the global economy, and what are its main economic and political challenges?CO3