



## Term Evaluation (Even) Semester Examination March 2025

Roll no.....

Name of the Course: **BBA**

Semester: **FOURTH (IV)**

Name of the Paper: *International Business*

Paper Code: **BBA 405**

Time: **1.5 hour**

**Maximum Marks: 50**

**Note:**

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

**Q1.**

**(10 Marks)**

a. What is international business, and how does it differ from domestic business in terms of scope and complexity?

**OR**

b. Compare and contrast Mercantilism and Absolute Cost Advantage theory in the context of international trade. **C03**

**Q2.**

**(10 Marks)**

a. How does Porter's National Competitive Advantage theory explain a country's ability to compete globally? Provide examples. **C02**

**OR**

b. Explain the Heckscher-Ohlin theory and its relevance in determining trade patterns between nations. **C02**

**Q3.**

**(10 Marks)**

a. What are the key differences between domestic and international business in terms of legal, cultural, and economic factors? **C01**

**OR**

b. How can entering international business help a company achieve economies of scale? **C02**

**Q4.**

**(10 Marks)**

a. Describe the stages of internationalization that a company typically goes through when expanding globally. **C02**

**OR**

b. What are the key characteristics of a multinational corporation (MNC)? **C01**

**Q5.**

**(10 Marks)**

a. How can the Absolute Cost Advantage theory be applied to explain the rise of India as a global hub for IT services? **C02**

**OR**

b. How does Porter's Diamond Model (National Competitive Advantage theory) explain the success of specific industries in countries like Germany (automobiles) or South Korea (electronics)? Provide real-world examples. **C03**