



## 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

OR

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