



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) **C01**
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**