

No. of Printed Pages : 03

Roll No.

F153

B.B.A. EXAMINATION, May 2019

(Sixth Semester)

(Main & Re-appear)

(BBA)

BBA306

FOUNDATIONS OF INTERNATIONAL
BUSINESS

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(3-16/12)M-F153

P.T.O.

Unit I

1. What is International Business ? What are the motives responsible for internationalization ?
2. Discuss the various challenges and problems related to international business with special reference to India.

Unit II

3. Explain the decision factors to impact to entry into a foreign market. Also, discuss the different types of exporting with its advantages and disadvantages.
4. Discuss the characteristics of effective control system for an international firm. Which types of control mechanism can be implemented for effective operations ?

Unit III

5. What are the main characteristics and role of branding in international business ? Explain the key considerations of global branding.

6. What is a distribution channel ? What options does an international firm have in developing its channels of distribution ?

Unit IV

7. Why do national differences exist in accounting standards and practices ? Also discuss the impact of differing accounting standards on the international capital market ?
8. (a) What are the basic issues involved in recruiting and selecting managers for foreign assignment ?
(b) Outline the main characteristics of ethnocentric, polycentric and geocentric approaches to international staffing.