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Roll No. ....

**F-153**

**B.B.A. EXAMINATION, May 2017**

(Sixth Semester)

(Main & Re-appear)

(BBA)

BBA-306

FOUNDATIONS OF INTERNATIONAL  
BUSINESS

*Time : 3 Hours]*

*[Maximum Marks : 70*

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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.

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

### **Unit I**

1. What do you understand by International Business ? What are the motives for organisation for entering into International Business ?
2. Discuss different barriers to International business.

### **Unit II**

3. Define foreign direct investment. Discuss its significance for developing country like India.
4. What are various controlling techniques in International Business ?

### **Unit III**

5. Write short notes on the following :
  - (a) Pricing
  - (b) Logistics.
6. Define brand. What are various branding decisions need to be considered while entering into a foreign market ?

### **Unit IV**

7. What do you understand by staffing ? Discuss different factors affecting International staffing.
8. Write short notes on the following :
  - (a) Risk Management
  - (b) Cross cultural challenges.