



64621

VI Semester B.B.A. Examination, September/October 2023

(CBCS Scheme) (F+R)

BUSINESS ADMINISTRATION

Paper 6.1 : International Business

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in **English only**.

SECTION – A

I. Answer **any five** of the following questions carrying **two marks each**. (5×2=10)

- 1) a) State the meaning of Domestic business.
- b) State any 2 forms of international business.
- c) What is export trade ?
- d) Give the meaning of business process outsourcing.
- e) State the meaning of exchange rate.
- f) What do you understand by EXIM policy ?
- g) Define globalisation.



SECTION – B

II. Answer **any three** of the following questions carrying **six marks each**. (3×6=18)

- 2) Discuss in brief the approaches to international business.
- 3) Discuss the advantages and disadvantages of joint venture.
- 4) Why do companies prefer globalisation of market ?
- 5) Write the impact of FDI on domestic business in India.
- 6) Briefly explain the process of import trade.

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SECTION - C

III. Answer **any three** of the following questions carrying **fourteen** marks **each**.

(3×14=42)

- 7) Describe product life cycle theory of International Business.
- 8) Explain in brief the different modes of entering into International Business.
- 9) What do you mean by MNCs ? State the advantages and disadvantages of MNCs.
- 10) What is Market Research ? Explain the Market Research Process.
- 11) What are the causes of disequilibrium in Balance of Payment ? Discuss the methods for correction of disequilibrium of BOP.



SECTION - B

II. Answer any three of the following questions carrying six marks each. (3×6=18)

- 1) Discuss in brief the approaches to international business.
- 2) Discuss the advantages and disadvantages of joint venture.
- 3) Why do companies prefer globalization of market ?
- 4) Write the impact of FDI on domestic business in India.
- 5) Briefly explain the process of import trade.