



M 9710

Reg. No. :

Name :

V Semester B.B.A. Degree (CCSS-Reg./Supple./Imp.)
Examination, November 2015
B.B.A. Core Course
5B10 BBA : INTERNATIONAL BUSINESS
(2012 Admn. Onwards)

Time : 3 Hours

Max. Weightage : 30

PART – A

This Part consists of **two** bunches of questions carrying **equal** weightage of one. **Each** bunch consists of 4 objective types questions. Answer **all** questions.

- I. 1) Which of the following engage in external influences ?
a) Political policies b) Legal practices
c) Economic forces d) All of these
- 2) Which of the following is not the items of Capital Account ?
a) External assistance b) Disbursement
c) NRI deposits d) Official transfers
- 3) GATT is a
a) Organisation b) Method
c) Agreement d) Policy
- 4) A direct investment is one that gives the investor a controlling interest in a
a) Foreign company b) Domestic company
c) Multinational company d) None of these (W = 1)
- II. 5) IDA is established by
- 6) The IBRD known popularly as the
- 7) Membership of the UNCTAD is open to all members of the
- 8) EFTA means (W = 1)

P.T.O.



PART – B

Answer **any eight** questions in **one** or **two** sentences **each**. **Each** question carries a weightage of **one**.

9. What is FDI ?
10. What is free trade ?
11. What is tariff ?
12. What is foreign exchange market ?
13. What is economic exposure ?
14. What is meant by the term strategy ?
15. What is experience curve ?
16. What is meant by organisational architecture ?
17. What is horizontal differentiation ?
18. What is transnational strategy ? (W = 8×1=8)

PART – C

Answer **any six** questions. Answer **not** to exceed **one** page. **Each** carries a weightage of **two**.

19. Explain the different modes used to enter foreign market.
20. Explain the technological factors of International firm to locate the production activities.
21. What are the factors for choosing a distribution strategy ?
22. Explain the strategic role of International HRM.



- 23. Explain the role of financial management in the International business.
- 24. Explain the factors which motivates firm to go international.
- 25. Explain the principles of WTO.
- 26. Explain the important factors of competitive environment. **(W = 6×2=12)**

PART – D

Answer **any two**. **Each** question carries a weightage of **four**.

- 27. Explain the important instruments of trade policy.
 - 28. Explain the benefits of FDI to host countries.
 - 29. Explain the main categories of foreign exchange risk. **(W = 2×4=8)**
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