

Roll No. ....

**OLE-57553**

**BBA 6th Semester (N.S.) 2014-17  
Examination – April, 2021**

**FOUNDATION OF INTERNATIONAL BUSINESS**

**Paper : BBAN-603**

*Time : Three Hours ]*

*[ Maximum Marks : 80*

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

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**Note :** Attempt *five* questions in all, selecting *one* question from each Units. Question No. **1** is *compulsory*. All questions carry equal marks.

**1.** Briefly explain the following :

- (i) What is franchising ?
- (ii) State any two features of Globalization.
- (iii) What do you mean by export trade ?
- (iv) State any two forms of International Business.
- (v) What do you mean by Joint Ventures ?

(vi) Differentiate between domestic & international business.

(vii) What do you mean by Dumping ?

(viii) Features of foreign portfolio investment.

### **UNIT – I**

2. What do you mean by international business? Describe various components of international business environment.
3. What are the various types of barriers in international business ? Briefly explain with suitable examples.

### **UNIT – II**

4. Explain the various modes of entry into International Business clearly indicating their merits and demerits.
5. Explain the factors affecting foreign direct investment.

### **UNIT – III**

6. What are the pricing strategies in international business ? Briefly explain with suitable example.

7. Briefly explain the types of distribution channel in the international business.

#### **UNIT – IV**

8. What are the cross culture challenges faced by MNC's in international business. Briefly explain with suitable example.
  9. What do you mean by international marketing ? Discuss the Domestic and Global marketing strategies with suitable example.
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