

Roll No.

57553

BBA 6th Semester (N.S.) 2014-17

Examination – July, 2021

FOUNDATION OF INTERNATIONAL BUSINESS

Paper : BBAN-603

Time : Three hours]

[Maximum Marks : 80

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.

Note : Section-A is compulsory. Attempt four questions from Section-B, Selecting at least one question from each Unit.

SECTION – A

1. Briefly explain the following :

- (a) Barriers of international trade.
- (b) Outsourcing
- (c) Role of Information in Control Process
- (d) Evaluation Matrix
- (e) Branding Decisions
- (f) Dumping

(g) Types of Foreign Exchange Risks

(h) Cross Culture Challenges in International Business

SECTION - B

UNIT - I

2. Explain why companies go international ?
3. What is International Business Environment. Explain the different factors of international business environment.

UNIT - II

4. What are the various methods to enter foreign market ? Discuss.
5. Discuss the need for FDI. Mentions its advantages and disadvantages.

UNIT - III

6. What is International product life cycle ? Explain the marketing strategies during different stages of PLC.
7. Explain the important factors affecting international pricing.

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UNIT - IV

8. What is the role of accounting system in international business ?
9. Discuss the various techniques of risk management in international business.

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