

B.B.A. VIth Semester (New Scheme)
Examination, February-2022
FOUNDATIONS OF
INTERNATIONAL BUSINESS
(BBAN-603)

Time allowed : 3 hours]

[Maximum marks : 80

Note : Section A is compulsory. Attempt four questions from Section-B, selecting atleast one question from each unit.

Section - A

1. Explain the following :
- 8 × 2 = 16
- (i) Joint Ventures
 - (ii) Fiscal Policy
 - (iii) Market size
 - (iv) Benefits of branded product
 - (v) Features of Foreign Direct Investment
 - (vi) Core Product
 - (vii) Employee Stock Option Plan (ESOP)
 - (viii) Dumping

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Section - B

Unit - I

2. "Firms need global orientation even to survive in the domestic market". Discuss. 16
3. Explain the different types of tariff and non-tariff barriers to international business. 16

Unit - II

4. What is portfolio investment? Discuss the components of portfolio investment. 16
5. Explain modes of entering into foreign market. 16

Unit - III

6. What is the importance of transportation and warehousing in logistics management? 16

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7. Explain factors affecting location decision in international manufacturing strategy. 16

Unit - IV

8. What is cultural diversity? Explain the challenges of cultural diversity in international business. 16
9. Why does accounting standards vary widely from Country to Country. 16

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