

Roll No.

57553

**BBA 6th Semester (N. S.) 2014-17
Examination – July, 2022**

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 one question from each Unit. All questions carry equal marks.

SECTION – A

1. Explain the following : 2 × 8 = 16

- (a) What is indirect exporting ?
- (b) Generally Accepted Accounting Principles (GAAP).

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- (c) What is market segmentation ?
- (d) Features of foreign portfolio investment.
- (e) Market risk in international trade.
- (f) Benefits of international business.
- (g) Budgetary control.
- (h) Risks in international business.

SECTION – B

UNIT – I

- 2. What do you mean by international business ? Explain different components of international business environment. 16
- 3. Explain the main features of the WTO. How does it differ from the GATT ? 16

UNIT – II

- 4. Explain the elements and features of an effective control system. 16

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- 5. Explain how to classify the countries for the purpose of marketing. 16

UNIT – III

- 6. What is international pricing ? Discuss the steps in export pricing. 16
- 7. What is packaging ? Explain packaging decisions with reference to international business. 16

UNIT – IV

- 8. What is HRM ? Explain important functions of global HRM. 16
- 9. Explain techniques of risk management in international business. 16

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