

57553

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

Examination, May-2023

FOUNDATION OF INTERNATIONAL BUSINESS

Paper-BBAN-603

Time allowed : 3 hours]

[Maximum marks : 80

Note : Section-A contains eight short answer type questions of two marks each. All the questions are compulsory. Section-B attempt four questions in all, selecting one question from each unit. All questions carry equal marks.

Section-A

1. Describe the following :
 - (a) Ethnocentric Approach
 - (b) Franchising
 - (c) Core Product
 - (d) Market-oriented pricing
 - (e) Direct Exporting
 - (f) Parent Country Nationals
 - (g) Protective Trade System
 - (h) Domestic Company

Section-B

Unit-I

2. What do you understand by International business ?
Discuss its motives and approaches.

3. You are planning to start a business in foreign country. Explain the forms of international business that are available.

Unit-II

4. Explain important factors of country evaluation and selection.
5. What is meant by FDI ? Explain the factors influencing FDI ?

Unit-III

6. Explain the Product Life Cycle with reference to International business.
7. Explain the important factors affecting international pricing.

Unit-IV

8. What are cultural differences across the countries ? How these differences can be eliminated ?
9. Discuss the sources of Global Recruitment alongwith their advantage and disadvantage.