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VI Semester B.B.A. Examination, Sept./Oct. 2021
(CBCS – F+R – 2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.1 : International Business

Time : 3 Hours

Max. Marks : 70

Instruction : All answers should be written in English only.

SECTION – A

Answer any five of the following sub-questions. Each question is carrying two marks. (5×2=10)

1. a) What is international business ?
- b) What do you mean by Green field strategy ?
- c) What is Globalization ?
- d) Define MNCs.
- e) Mention any four Indian MNCs.
- f) What is Marketing Research ?
- g) State any two reasons for Globalization of production.

SECTION – B

Answer any three of the following questions. Each question carries six marks. (3×6=18)

2. Mention the differences between Domestic Business and International Business.
3. Explain the product life cycle theory.
4. What are the merits and demerits of MNCs ?
5. Explain the structure of the balance of payments.
6. Explain the stages of globalization of business.

SECTION - C

Answer any three of the following. Each question carries fourteen marks. (3x14=42)

7. Discuss the various modes of entering into the International Business.
8. Explain the different types of organizational structures of MNCs.
9. What is balance of payments? Explain the causes and remedies of disequilibrium of BOP.
10. Explain the importance of International Business in the Economic development.
11. Explain the procedures of export trade.