



US – 538

VI Semester B.B.A. Examination, May 2017
(CBCS) (Freshers) (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

1. Answer **any five** of the following questions carrying **two marks each** : (5×2=10)
- State the need for international business.
 - What is FDI ?
 - What is meant by turn key projects ?
 - What is international market intelligence ?
 - Expand - IIC, B.I.S., GDP and DGFT.
 - What is a mate's receipt ?
 - What is a letter of credit ?

SECTION – B

- Answer **any three** of the following questions carrying **six marks each** : (3×6=18)
- Briefly explain absolute advantage theory.
 - Write briefly the importance of international business.
 - Write the impact of FDI on domestic business in India.
 - List out various export promotion institutions.
 - Discuss briefly steps in export procedure.

SECTION – C

- Answer **any three** of the following questions carrying **fourteen marks each** : (3×14=42)
- Explain the factors to be considered while making decision to enter foreign markets.
 - Discuss various modes of entry into international business.
 - What is balance of payment ? What are the causes for disequilibrium in B.O.P. in India.
 - Explain the factors/reasons for the growth of MNCs.
 - Explain the reasons for weak performance of India's export trade.