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BBA- 6th Semester (New Scheme) (Re-appear)

Examination, November-2023

FOUNDATION OF INTERNATIONAL BUSINESS

Paper - BBAN-603

Time allowed : 3 hours]

[Maximum marks : 80

*Note : The question paper is divided into two sections. Section 'A' comprises 8 short answer type questions (carrying two marks each) which is compulsory and should not exceed 50 words normally. Section 'B' comprises 8 questions (2 from each unit), the students shall be required to attempt **four** questions selecting **one** question from each unit. All questions carry equal marks.*

Section-A

1. Short Answer Type Questions:

- (a) What are barriers to international business?
- (b) Define global trading and its types.
- (c) What are factors to be considered for foreign direct investment?

- (d) Differentiate between domestic and international business.
- (e) What is ethnocentrism?
- (f) What are the branding decisions for foreign market?
- (g) What are the control methods of international business?
- (h) Enlist different branding decisions for foreign markets.

Section-B

Unit-I

- 2. Define the structure of International business environment. Explain motives for International business Decisions.
- 3. Elucidate the risk involved and use of financial system of international business.

Unit-II

- 4. What are foreign market entry modes and also explain the factors for selection of the Country?

- 5. Explain the decisions and process concerning foreign direct and portfolio investment.

Unit-III

- 6. What are different approaches to international pricing? Explain.
- 7. Explain in detail about foreign channel and logistical decisions in international business.

Unit-IV

- 8. What are the cross cultural challenges in international business?
- 9. Write a detailed note on international staffing and compensations decisions.