

Code No. : 10412 E Sub. Code : AMBA 34

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration – Core

INTERNATIONAL BUSINESS MANAGEMENT

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which is the application of knowledge in redefines the boundaries of global business?
- (a) Cultural Values (b) Society
(c) Economy (d) Technology

6. Which payment method most often used in International Trade which offers the exporter best assurance of being paid for the products sold internationally?
- (a) Letter of Credit (b) Bill of Lading
(c) Open Account (d) Drafts

7. IMF stands for
- (a) International Monetary Fund
(b) International Management Foundation
(c) Indian Monetary Fund
(d) Indian Management Foundation

8. Ultimately _____ was replaced by the _____ on 1st jan 1995.
- (a) GATT, WTO (b) WTO, GATT
(c) GATS, WTO (d) IMF, GATT

9. Bretton Woods conference led to the formation of _____.
- (a) World Trade Organization
(b) United Nations Organization
(c) International monetary fund
(d) General Agreement on Trade and Tariffs

2. Capitalist, communist and mixed are the type of _____.
- (a) Cultural attitudes
(b) Social system
(c) Economic system
(d) Political system
3. A growing economic interdependence among countries, as reflected in the increased cross-border flow of _____.
- (a) Goods and services (b) World economy
(c) Capital (d) Both (a) and (b)
4. The non-tariff barriers are
- (a) Product standards (b) Proliferation
(c) Product adaptation (d) Both (a) and (b)
5. A financial services deal covering more than 95% of trade in banking and _____.
- (a) Insurance
(b) Securities
(c) Financial Information
(d) All of the above

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10. Comparative Cost Trade Theory is given by
- (a) Heckscher Ohlin
(b) David Ricardo
(c) Gottfried Haberler
(d) Adam Smith

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What is mean by international business? Explain that differentiate international business from domestic business.
- Or
- (b) What is market? Explain modes of entering in potential market.
12. (a) Enumerate the significance of 'trade blocs' of international business.

Or

- (b) Elicit the impact of 'Bilateral and multilateral Trade law' on 'globalization of business'.

13. (a) Analyse the nature of international business environment with examples.

Or

- (b) What do you understand 'export finance'? Explain the features of export finance.

14. (a) Explain the Scope of global business.

Or

- (b) State and explain the types of 'non traffic barriers'.

15. (a) Briefly describe the 'Dispute settlement Procedure' under world trade organization.

Or

- (b) Describe the sources of finance for international business.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Write an essay on the economic, legal and political environment of international business.

Or

- (b) Write an essay on the political risk and global business.

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17. (a) Explain in detail about 'Foreign Direct Investments' and various measures that are taken by India Government for promoting FDI.

Or

- (b) Problems and Solutions of Export Promotion Measures in India – Discuss.

18. (a) Analyze the important highlight of 'EXIM' policy in India and in what extent, the objectives of the policy have been achieved?

Or

- (b) Explain the trend of international business environmental in India.

19. (a) Examine the steps involved to upgrade domestic business into international business.

Or

- (b) Write a note on any two financial institutions. Discuss its merits and demerits.

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20. (a) Explain the role of bargaining power in managing negotiations in international business.

Or

- (b) Critically analyze the determinants of international investment decisions. What different strategies could a firm follow in this respect?