



SE – 430

VI Semester B.Voc. Examination, September 2020  
(CBCS) (F + R) (2018-19 and Onwards)  
RETAIL MANAGEMENT  
Paper – 6.4 : International Business

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answer should be written in **English** only.

SECTION – A

I. Answer **any five** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**

- 1) a) Define International Business.
- b) What is globalization ?
- c) Mention any four approaches to organisation structure of MNC's.
- d) What is International Marketing Intelligence ?
- e) What is letter of credit ?
- f) Mention the stages in product life cycle.
- g) What is strategy formulation ?

SECTION – B

II. Answer **any three** questions. **Each** question carries **six** marks. **(3×6=18)**

- 2) Write a note on stages of Internationalization.
- 3) Draft a chart on different modes of entry to International Business.
- 4) Explain the advantages of Globalisation.
- 5) Explain the factors that contributed for the growth of MNC's.
- 6) What is Importing ? Explain Import procedure.

P.T.O.



SECTION – C

III. Answer **any three** questions. **Each** question carries **fourteen** marks. **(3×14=42)**

- 7) Explain the factors influencing International Business.
- 8) Explain the measures towards Globalization taken by Government of India.
- 9) Explain the approaches to organisation structure of MNC's.
- 10) What is International Marketing Information System ? Write the characteristics of sound International Marketing Information System.
- 11) Explain different methods by which payment can be secured by the exporter.

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