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VI Semester B.B.A. Degree Examination, September - 2021

BUSINESS ADMINISTRATION

International Business

Paper : 6.1

(CBCS Scheme Regular 2018 Batch only)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer should be written in English only.

Section - A

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

1. a. Define International Business.
- b. What do you mean by Franchising.
- c. Write the meaning of Turn key projects.
- d. Expand GATT and OECD.
- e. Write the meaning of Multinational enterprises.
- f. What do you mean by International market Information system.
- g. Define Forex market.

Section - B

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

2. Briefly explain comparative cost theory.
3. Write a note on Licensing.
4. State the disadvantages of globalization.
5. Briefly Explain state trading corporation.
6. State the methods of Export credit.

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Section - C

Answer any **three** questions. Each question carries **14** marks.

(3×14=42)

7. Briefly explain need and importance of International Business.
 8. Briefly explain Any 3 modes of entering International Business.
 9. State and Explain political, Economic and socio - cultural Environment of international business.
 10. Briefly explain international marketing Research.
 11. Write a note on
 - a. RBI
 - b. EXIM Bank.
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