



Reg. No. :

Name :

**Sixth Semester B.B.A. Degree Examination, April 2017
Career Related First Degree Programme Under CBCSS
GROUP 2(b)
Core Course : BM 1642 – INTERNATIONAL BUSINESS
(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer all questions in one or two sentences. Each question carries 1 mark.

- 1) What is a global company ?
- 2) Explain business environment.
- 3) What is direct exporting ?
- 4) What is licensing ?
- 5) Explain FEMA.
- 6) Define a multinational company.
- 7) What is globalization ?
- 8) Expand UNCTAD.
- 9) What is dumping ?
- 10) Define quota.

(1×10=10 Marks)

SECTION – B

II. Answer any 8 questions. Each question carries 2 marks.

- 11) What are non-tariff barriers ?
- 12) What is indirect exporting ?
- 13) What is Greenfield strategy ?
- 14) Differentiate multinational company and transnational company.
- 15) What is intracorporate transfers ?



- 16) What is merger in international business ?
- 17) What is multifibre arrangement ?
- 18) Define Special Drawing Rights.
- 19) Explain the elements of International Financial Systems.
- 20) Explain liberalization.
- 21) What is international franchising ?
- 22) What is contract manufacturing ?

(2×8=16 Marks)

SECTION – C

III. Answer any 6 questions. Each question carries 4 marks.

- 23) Briefly explain the internal factors influencing international business environment.
- 24) State the need for international business.
- 25) Explain the features of globalization.
- 26) Briefly explain the functions of WTO.
- 27) State the objectives of dumping.
- 28) Explain the objectives of International Development Association.
- 29) Explain the functions of UNCTAD.
- 30) Explain the objectives of ADB.
- 31) Briefly explain the functions of IMF.

(4×6=24 Marks)

SECTION – D

IV. Answer any 2 questions. Each question carries 15 marks.

- 32) Explain the various modes of entering the international business.
- 33) What do you mean by globalization of markets ? Also state the advantages and disadvantages of globalization.
- 34) Explain the structure, functions and objectives of IBRD.
- 35) Define international business. State the benefits and problems of international business.

(15×2=30 Marks)