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VI Semester B.B.A. Degree Examination, September/October - 2022

INTERNATIONAL BUSINESS

(CBCS Semester Scheme Regular 2019-2020)

Paper : 6.3



Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answers should be written in English only.

SECTION - A

Answer any **five** of the following questions. Each question carries **2** marks. (5×2=10)

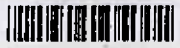
1. a) Give the meaning of international business.
- b) What is franchising?
- c) Give the meaning of joint ventures.
- d) Expand TQM and FMS.
- e) Mention any two objectives of WTO (World Trade Organization).
- f) What is marketing information system.
- g) What is pre - shipment finance.

SECTION - B

Answer any **Three** of the following questions. Each question carries **5** marks. (3×5=15)

2. Explain in brief the EPRG framework.
3. What are the merits and demerits of FDI (five points each).
4. Briefly explain the benefits of export promotion councils.
5. What are the causes of disequilibrium in Balance of payments.

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SECTION - C

Answer any **Three** of the following questions. Each question carries **15** marks. $(3 \times 15 = 45)$

6. Explain the barriers of international business.
 7. Explain in brief the different routes of globalization.
 8. Explain the procedure of export trade.
 9. Explain the functions of RBI.
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