

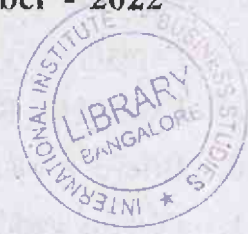
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VI Semester B.B.A. Degree Examination, September/October - 2022

MANAGEMENT
International Business
(CBCS Scheme 2018 (R))
Paper : 6.1



Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer to be written in English only.

SECTION-A

Answer any **Five** of the following.

(5×2=10)

1. a. Give the meaning of international business.
- b. What is franchising?
- c. What is turn key projects?
- d. What do you mean by transnational company?
- e. State any 4 Indian MNC's.
- f. Mention any 4 objectives of EXIM Bank.
- g. Name the primary sources of information.

SECTION - B

Answer any **Three** of the following.

(3×6=18)

2. Write a short note on comparative advantage theory.
3. Explain the Merits and De-merits of FDI.
4. Explain the stages of Globalisation.
5. State the objectives of international Marketing Research.
6. Explain documentation of export trade.

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SECTION - C

Answer any **Three** of the following.

(3×14=42)

7. Explain the nature and characteristics of international Business.
 8. Explain the various modes of entry into international business.
 9. Explain the Role of MNC's in India.
 10. Briefly explain the advantages and dis-advantages of Globalisation.
 11. Discuss various functions of EXIM bank of INDIA.
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