

S.D.E.
B.B.A. (2006 Course) Sem-VI : SUMMER - 2019
SUBJECT: INTERNATIONAL BUSINESS

Day : Saturday
Date : 04/05/2019

S-2019-4930

Time : 10.00 AM TO 1.00 PM
Max. Marks : 80

N.B.:

- 1) Attempt Any **FIVE** questions from Section – I and Any **TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 2) Answers to both the sections should be written in **SAME** answer books.

SECTION-I

- Q.1** What is International Business? Why do companies engage into International Business? (10)
- Q.2** Discuss the role of Liberalization and Globalization in world business environment. (10)
- Q.3** Explain the Fixed and Flexible Exchange Rate Systems. (10)
- Q.4** Differentiate between Domestic and International Trade. (10)
- Q.5** How are International Marketing Functions managed? (10)
- Q.6** Write a detailed note on International HRM. (10)
- Q.7** Write short notes on: (Any **TWO**) (10)
- a) Domestic Vs Global Marketing Strategies
 - b) Multinational Company
 - c) WTO

SECTION-II

- Q.8** “The International Institutions play a vital role in promoting World Trade”. Comment. (15)
- Q.9** Define Balance of Payments? Explain the Capital and Current Accounts of Balance of Payments? (15)
- Q.10** Explain the Problems of Multi cultural workforce. (15)

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