

B.B.A. SEM – IV (2015 CBCS COURSE) : SUMMER - 2018

SUBJECT : INTERNATIONAL BUSINESS

Day : **Monday**
Date : **30/04/2018**

S-2018-1606

Time : **10.00 AM TO 01.00 PM**
Max. Marks : 100

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in **SEPARATE** answer books.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** Define International Business. Explain its nature and scope. [15]
- Q.2** Discuss the Theory of Absolute Cost Advantage. What are its assumptions and implication? [15]
- Q.3** How do you determine exchange rates? What are the advantages and disadvantages of fixed exchange rate system? [15]
- Q.4** Define the term ‘Balance of Payment’. Distinguish the term balance of payments from balance of trade. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Mercantilism theory
 - b) International Monetary Fund
 - c) SAARC
 - d) European Union

SECTION – II

- Q.6** Explain in detail how the GATT is responsible for the establishment of WTO? How is the WTO different from GATT? [20]
- Q.7** What is Special Economic Zone? Critically comment on role of SEZ in International Business. [20]
- Q.8** Discuss the distinct concept of International Human Resource Management. [20]

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