

S.D.E.

B.B.A. (2006 Course) Sem-VI : WINTER - 2018

SUBJECT: INTERNATIONAL BUSINESS

Day : Friday
Date : 30/11/2018

Time 10.00 AM TO 1.00 PM
Max. Marks: 80

W-2018-4483

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.
- 3) Answers to both the sections should be written in **SEPARATE** answer books.

SECTION-I

- Q.1** Define International Business. State the difference between Domestic and International Trade. **(10)**
- Q.2** Discuss the importance of Global Competitiveness of Business. **(10)**
- Q.3** Explain the various factors affecting Exchange Rates. **(10)**
- Q.4** What is Balance of Payments? Explain the components of Balance of Payments **(10)**
- Q.5** Discuss on Domestic Versus Global Marketing Strategies. **(10)**
- Q.6** What are the problems of Multi cultural workforce? **(10)**
- Q.7** Write short notes on: (Any **TWO**) **(10)**
- a) Globalization
 - b) Currency Convertibility
 - c) International HRM

SECTION-II

- Q.8** State and explain the reasons why companies are engaged in International Business? **(15)**
- Q.9** Write a detailed note on WTO. **(15)**
- Q.10** What is Exchange Rate System? Explain the Fixed and Flexible Exchange Rates. **(15)**

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