

S.D.E.

B.B.A. (2006 COURSE) SEM-VI : WINTER - 2017
SUBJECT : INTERNATIONAL BUSINESS

Day : **Thursday**
Date : **14/12/2017**

W-2017-4135

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 80

N.B.

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II.
 - 2) All questions carry **EQUAL** marks.
 - 3) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
-

SECTION – I

Q.1 Define the term ‘Globalization’. Discuss the drivers of globalization.

Q.2 Discuss the different modes of entry into International Business.

Q.3 Explain how domestic and global marketing strategies differ.

Q.4 What is fixed exchange rate system? Explain its merits and demerits.

Q.5 Write short notes on any **TWO**:

- a) BOP problems of India
- b) FOREX market
- c) Counter trade
- d) MNCs

SECTION – II

Q.6 Explain the international market selection process with suitable examples.

Q.7 Trace the evolution of the International Monetary System from the Pre-Bretton Woods period to the present day EURO.

Q.8 Suggest a global marketing strategy for a newly launched automobile company.

* * *