

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (2006 COURSE)
B.B.A. Sem-VI : WINTER :- 2021
SUBJECT: INTERNATIONAL BUSINESS

Day : Wednesday
Date 2/3/2022

W-5409-2021

Time : 02:00 PM-05:00 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.
- 3) Answers to both the sections should be written in the **SEPARATE** answer book.

SECTION - I

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|------------|--|-------------|
| Q.1 | Why do companies engage in International Business? | (10) |
| Q.2 | Discuss the role of International Institutions in promoting world trade. | (10) |
| Q.3 | Describe the various factors affecting Exchange Rates. | (10) |
| Q.4 | Define Balance of Payments (BOP). Explain the different accounts of BOP. | (10) |
| Q.5 | Elaborate Domestic Vs Global Marketing Strategies. | (10) |
| Q.6 | Explain the problems of managing global workforce. | (10) |
| Q.7 | Write a short notes on ANY TWO of the following: | (10) |
| | a) MNC's | |
| | b) Globalization | |
| | c) Currency convertibility | |

SECTION - II

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|-------------|---|-------------|
| Q.8 | Explain the difference between Domestic and International Trade. | (15) |
| Q.9 | What is the role of WTO in international trade? | (15) |
| Q.10 | Define Exchange Rate. Explain the different types of exchange rate. | (15) |

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