

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)

B.B.A. Sem-IV : WINTER- 2022

SUBJECT : INTERNATIONAL BUSINESS

Day : Monday

Time : 02:00 PM-05:00 PM

Date : 19-12-2022

W-13875-2022

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 **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION - I

- Q.1** Define International Business. Explain the Absolute Cost Advantage Theory of International Trade. **(15)**
- Q.2** Discuss the Role and Importance Multi-National Corporations in International Business. **(15)**
- Q.3** What is Exchange Rate? How are the Fixed, Flexible and Managed Exchange Rates determined? **(15)**
- Q.4** What is Balance of Trade and Balance of Payments? Explain the components of Balance of Payment (BOP). **(15)**
- Q.5** Write short notes on (**ANY THREE**) of the following: **(15)**
- a) Porter's Model
 - b) Globalization in Marketing
 - c) G-20
 - d) Composition of India's Foreign Trade

SECTION - II

- Q.6** Explain the Objectives and Functions of International Monetary Fund (IMF). **(20)**
- Q.7** Discuss on the Evolution, Structure and Functions of SAARC. **(20)**
- Q.8** Explain the Role of Special Economic Zones (SEZs) in the development of International Business. **(20)**

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