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Total Pages : 3

Roll No.

BBA-602

Fundamentals of International Business

Bachelor of Business Administration (BBA)

6th Semester Examination, 2023 (June)

Time : 2 Hours]

[Max. Marks : 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION-A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. What are business goals? What are the major risks and challenges of International Business?

2. What is exchange control ? Explain the factors affecting the currency trading.
3. What is Foreign Direct Investment (FDI) ? What are the future prospects of Foreign Direct Investment (FDI) worldwide ?
4. Explain International Channel Management. What are relevant export decisions ?
5. What is pricing decision in international marketing ? Explain the main factors affecting pricing decisions for international markets.

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

Discuss any *four* of the followings:

1. Importance of Balance of Payments in India.
2. Dumping.
3. Foreign exchange market.

4. Characteristics of Multinational corporation.
 5. Indirect exporting.
 6. Letter of credit.
 7. International product life cycle.
 8. Promotional decisions.
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