

Roll No.

BBA–602

Fundamentals of International Business

(अन्तर्राष्ट्रीय व्यापार के आधार)

Bachelor of Business Administration

(BBA -10/12/16/17)

Sixth Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of twenty (20) marks each. Learners are required to answer *two* (02) questions only.

1. Explain the concept of globalization using the holistic approach.
2. Is globalization desirable for the Indian economy ? Substantiate how globalization will benefit the Indian economy.
3. Explain the significance of culture in International business decisions. Give examples.
4. Explain the concept of FDI. How does it differ from FPI ? Briefly describe the pros and cons of foreign direct investment for the host country.

(B-50) P. T. O.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of five (05) marks each. Learners are required to answer *six* (06) questions only. Answers must be limited to two hundred to two hundred fifty words.

1. Discuss the evolution of world trade that led to the formation of the WTO.
2. Differentiate among the current account, balance of trade and balance of payments.
3. Discuss how governmental instability can affect business.
4. Explain the popularity of joint ventures.
5. Define the country-of-origin effect and give examples.
6. Write a brief note on the types of FDI.
7. Write a brief note on International Franchising.
8. Write a brief note on letters of credit.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this Section are compulsory.

State whether the following statements are True *or* False :

1. Countertrade refers to the various forms of trade arrangement wherein the payment is in the form of reciprocal commitments for other goods and services rather than an exclusive cash transaction.

2. 'Strategic Alliance' refers to cooperation between two firms to carry out a business activity wherein each one contributes their different capabilities and strengths to the alliance.
3. The Andean community includes Bolivia, Columbia, Equador, Peru and Venezuela.
4. 'Tax haven' is usually a country that levies taxes either at a very low rate or no taxes at all.
5. An Airway Bill is also known as air consignment note issued by the carrier as an evidence of contract of carriage.
6. Quotas are tariff barriers that hamper market access.
7. Voluntary export restraints are similar to 'quotas' and are common in textiles clothing, steel, agriculture and automobiles.
8. Political risks of global business include Confiscation, Expropriation and Domestication.
9. Counterfeits range from copies that have the same efficacy as the original to those with few or no active ingredients, to those made of harmful substances.
10. International joint ventures as a means of foreign market entry serve as a means of lessening political and economic risks.