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## **BBA-602**

### **Fundamentals of International Business**

(अन्तर्राष्ट्रीय व्यापार के आधार)

Bachelor of Business Administration

(BBA-10/12/16/17)

**6<sup>TH</sup> Semester, Examination-2019**

**Time : 3 Hours**

**Max. Marks : 80**

**Note :** This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

#### **Section–A**

#### **(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners are required to answer any three (03) questions only. **(3×15=45)**

1. What kind of risks are involved in international business that are not involved in domestic business?

2. Explain how differences in culture across and within countries can affect international business?
3. Elaborate that how to identify strategies for international market selection and entry?
4. What is the difference between a free trade area, a custom union, a common market and an economic union?
5. Discuss the role of WTO in facilitating global trade.

### **Section–B**

#### **(Short-Answer-Type Questions)**

**Note :**Section ‘B’ contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only. **(5×7=35)**

#### ***Briefly discuss the following :***

1. Impact of MNCS on the host countries in which they operate.

2. Ethical dilemmas faced in international business.
3. In what ways does the WTO differ from what happened under GATT?
4. Why does some countries continue to remain poor?
5. Benefits of FDI to the home country.
6. List all important purposes of the IMF.
7. Theory of competitive advantage.
8. Sources of finance for international business.