

S-906

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Roll No. -----

BBA-602

Fundamentals of International Business

Bachelor of Business Administration (BBA)

6th Semester, Examination 2022(Dec.)

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.

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 x 19 = 38]

P.T.O.

- Q.1. What is the importance of International Business? Explain the various stages in the development of International Business.
- Q.2. What are import restrictions? Why is global local marketing important?
- Q.3. What is licensing? Explain its advantages and different types.
- Q.4. What international product life cycle. Explain the various stages of international product life cycle.
- Q.5. Explain the advertising process of international marketing. Also describe the role of advertising in the international marketing.

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 x 8 = 32]

Discuss any four of the followings:

Q.1. Business Goals.

Q.2. Globalization.

Q.3. Foreign Direct Investment.

Q.4. SWOT Analysis.

Q.5. Various model's of multinational corporations.

Q.6. Tariff Barriers.

Q.7. Penetration Pricing.

Q.8. World Bank.
