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Total Pages : 3

Roll No. -----

BBA-602

Fundamentals of International Business

Bachelor of Business Administration

(BBA-10/12/16/17)

Examination 2021 (Winter)

Time: 2 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

Q.1. Describe and give examples of the elements that make up the external environment of business and explain the idea of 'environmental uniqueness'.

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- Q.2. On the basis of the theory of comparative advantage, illustrate how free trade is beneficial for each trading nation even if a country does not have absolute advantage in production of any single commodity.
- Q.3. Explain the institutional set-up for promoting international trade from India.
- Q.4. Discuss the most frequently encountered trade restrictions.
- Q.5. Explain the role of FDI in the economic development of the host country.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

- Q.1. Explain the modus operandi of an L/C (letter of credit).

- Q.2. Write a brief note on foreign exchange market.
- Q.3. Identify and briefly discuss the factors that make managing distribution channels in international markets much more complex compared to domestic markets.
- Q.4. What is truly 'global' company? What are the major advantages of becoming a 'global enterprise'?
- Q.5. Why should a firm make direct investments abroad when low investment modes of business expansion such as licensing are available?
- Q.6. Write a note on the World Bank Group.
- Q.7. "Dispute settlement is the central pillar of the multilateral trading system, and the WTO's unique contribution to the stability of the global economy". Discuss.
- Q.8. "Products can be adapted physically and culturally for foreign markets". Discuss.
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