

# C1212

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## BBA-602

### Fundamentals of International Business

Bachelor of Business Administration (BBA-10/12/16/17)

6th Semester Examination, 2022 (June)

**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.

(2×20=40)

1. Give examples of the ways in which the external environment affects business decisions and behaviour, and the ways in which business may influence their environments.

2. Describe the main intermediaries in international trade.
3. Explain the functions and structure of the World Trade Organization.
4. Outline some of the major problems confronting an international advertiser.
5. Explain specific tariffs, ad valorem tariffs, and compound tariffs.

### **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. (4×10=40)

1. Write a brief note on export finance.
2. Briefly explain the concept of global supply chain management.
3. Explore the challenges that a company from a developing country has to face in expanding globally.
4. Discuss the pros and cons of foreign direct investment for the host nation.

5. Discuss the advantages of international strategic alliances.
  6. Differentiate between a free trade area and a customs union.
  7. Describe the purposes of the International Monetary Fund.
  8. Discuss the role of WTO in facilitating international trade.
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