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Roll No.....

**BBA-602**  
**FUNDAMENTALS OF**  
**INTERNATIONAL BUSINESS**

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

6<sup>th</sup> Semester, Examination-2020

Time Allowed : 2 Hours

Maximum Marks : 80

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**Note :** This paper is of Eighty (80) marks divided into Two (02) sections A and B. Attempt the question 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)

S-309/BBA-602

P. T. O.

1. Are proactive firms likely to be more successful in international business than reactive firms. Elucidate.
2. Explain how the culture of a country might influence the costs of doing business in that country. Give examples.
3. Outline the organizational changes necessary to enable a firm to internationalize its activities.
4. Drawing on the theory of comparative advantage to support your arguments, outline the case for free trade.
5. Write a detailed note on the World Bank Group.

### **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. Briefly discuss the role of MNCs in the process of globalization.
2. Identify the factors that affect international business activity.
3. How does the roles of the 1 MF and world Bank changed in recent Years?
4. Do you regard regional economic groupings as a stepping stone or a hindrance to global free trade?
5. What are the factors that affect a firm's international competitiveness?
6. Write a note on the important intermediaries in international trade.
7. What are the main sources of finance for a company's international operations?
8. Discuss the reasons why firms go international.

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