



CB – 417

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VI Semester B.B.A. Examination, August/September 2023
(CBCS – 2016 – 17 and Onwards) (Repeaters)
BUSINESS ADMINISTRATION
Paper – 6.1 : International Business

Time : 3 Hours

Max. Marks : 70

Instruction : All the answers should be in **English** only.

SECTION – A

Answer **any five** of the following sub-questions; carrying **two** marks each. (5×2=10)

1. a) What is MNC ?
- b) What is market research ?
- c) What is importing ?
- d) What is foreign exchange market ?
- e) What is franchising ?
- f) State any two forms of international business.
- g) What is transnational company ?



SECTION – B

Answer **any three** of the following questions, carrying **six** marks each. (3×6=18)

2. Explain the essential conditions for globalisation.
3. Explain the methods of payment.
4. What are the merits and demerits of RDI ?
5. Explain the features of marketing research.
6. Explain the nature of MNCs.

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SECTION - C

Answer **any three** of the following questions, carrying **fourteen** marks each.

(3×14=42)

7. Explain the advantages and disadvantages of globalisation.
8. Explain the nature and benefits of international business.
9. Write a note on FDI and EXIM policy.
10. Discuss information requirements for international marketing.
11. Explain the role of MNCs in Indian economy.