



SN – 385

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III Semester B.B.M. Examination, Nov./Dec. 2013
(2012-2013 Only) (Repeaters)
BUSINESS MANAGEMENT
3.6 : International Business

Time : 3 Hours

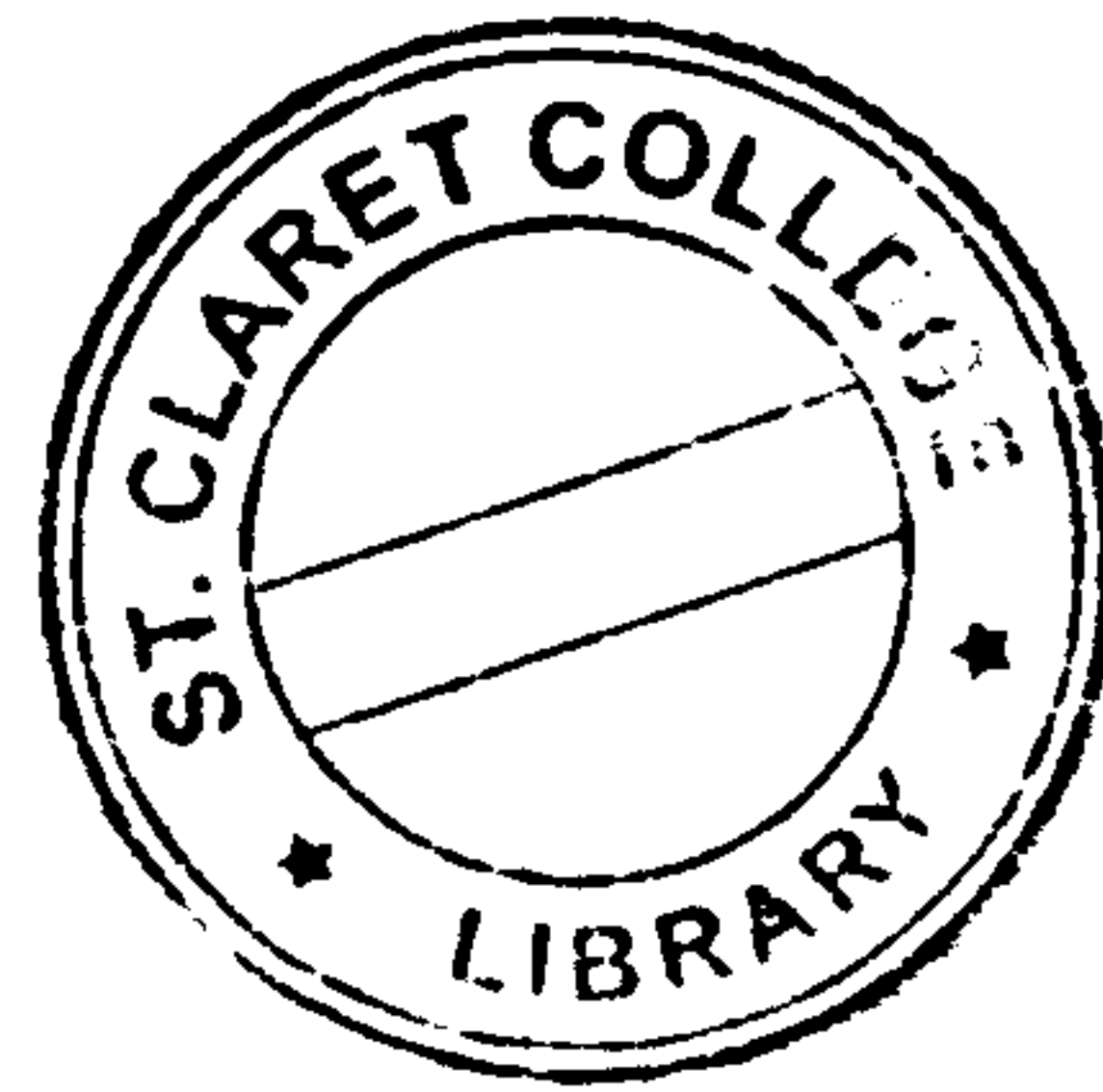
Max. Marks : 100

Instruction : Answer *all* the questions in **English** only.

SECTION – A

Answer **any 8** questions of **2** marks **each**.

1. a) What is International Business ?
- b) Give the meaning of Globalisation.
- c) What is EXIM Bank ?
- d) Give the meaning of decentralised business unit
- e) What is a Transnational company ?
- f) What do you mean by International Marketing Information System ?
- g) Give the meaning of 'letter of credit'.
- h) What is a subsidiary company ?
- i) Expand : TTCIL and STCI.
- j) What do you mean by 'Convertibility of Rupee' ?



(8×2=16)

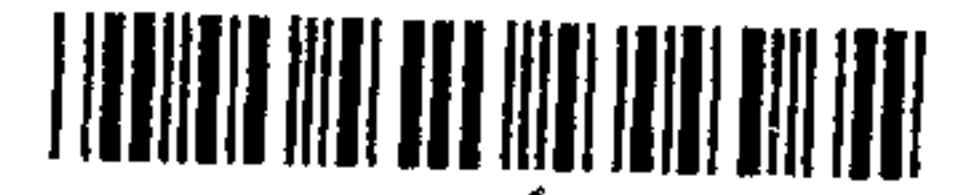
SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks.

(3×8=24)

2. What is International Franchising ? Explain the basic issues involved in franchising.
3. Explain briefly the different modes of entry into International Business.
4. Discuss the process of International Marketing.
5. What are the features of International Business ?
6. Briefly explain the functions of State Trading Corporation.

P.T.O.



SECTION – C

Answer **any 4** questions. **Each** question carries **15** marks :

(4×15=60)

7. Explain the advantages and problems of International Business.
 - ⑧. What is mean by 'Balance of Payments' ? What are the causes for disequilibrium in the balance of payments ?
 9. Explain in detail the role played by any three important export promotion institutions.
 10. What is a Multinational Corporation ? How is it different from a global company, International Company and Transnational Company ?
 11. Explain the regulations regarding imports and exports.
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