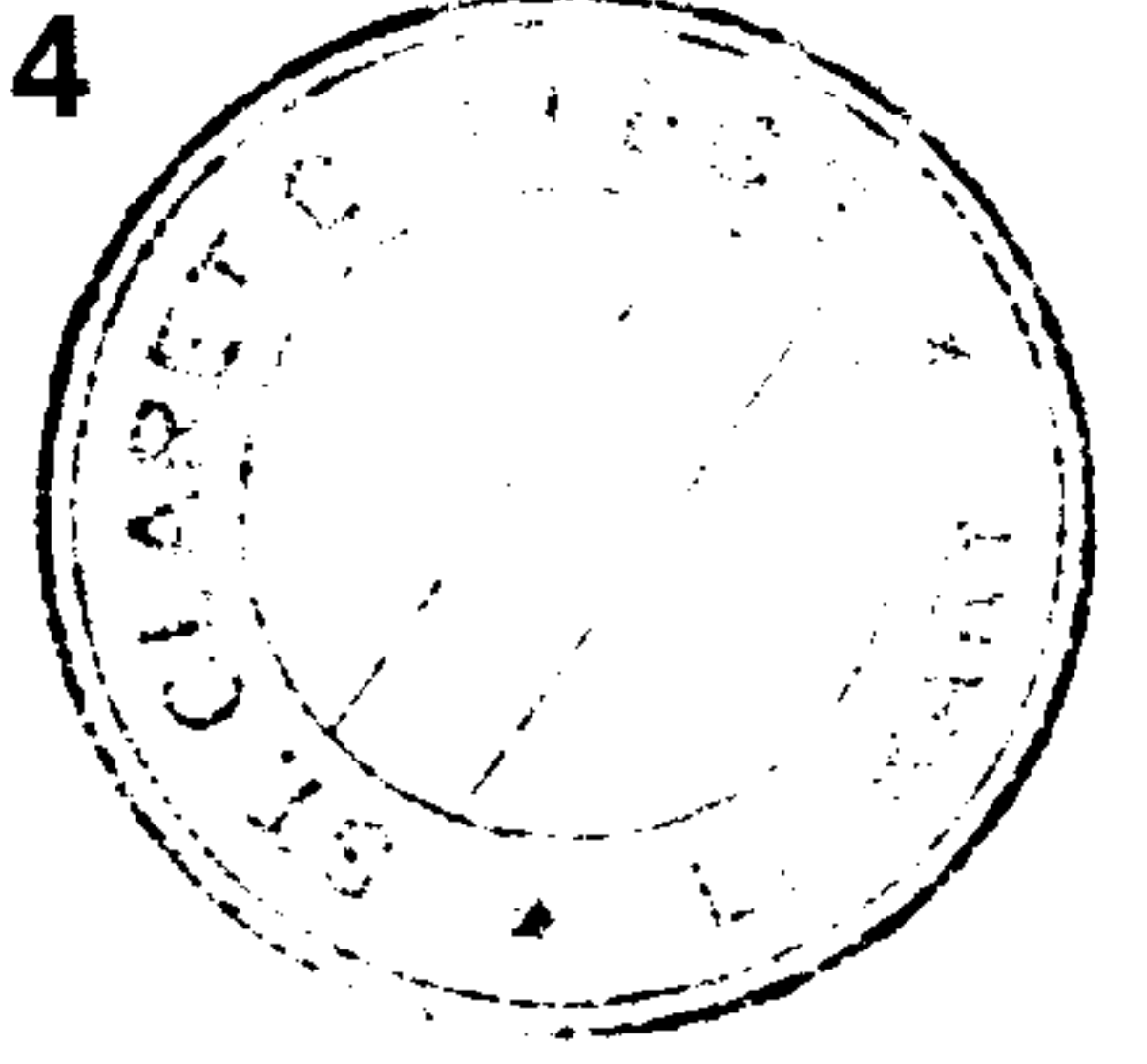




SN – 410

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!!! Semester B.B.M. Examination, Nov./Dec. 2014
(Repeaters) (Prior to 2013-14)
BUSINESS MANAGEMENT
3.6 : International Business
(100 – 2012-13 Only) (90 – Prior to 2012-13)



Time : 3 Hours

Max. Marks : 100/90

- Instructions :** i) Answer should be written **only in English**.
ii) Sections **A, B and C** to be answered by **all repeaters** (90 Marks).
iii) Section **D** to be answered by students of **2012-13 Only** (100 Marks).

SECTION – A

Answer **any ten** questions. **Each** sub-question carries **2** marks.

(10×2=20)

1. a) What is merchantilism ?
- b) What is marketing research ?
- c) What is lincensing ?
- d) What are the components of Balance of Payments ?
- e) What are the modes of payment in foreign trade ?
- f) What is joint venture ?
- g) What do you mean by Duty Drawback ?
- h) What do you mean by Mergers ?
- i) What is a subsidiary company ?
- j) Define equilibrium exchange rate.
- k) What is factoring ?
- l) What do you mean by convertability of rupee ?

P.T.O.



SECTION – B

Answer **any five** of the following. **Each** question carries **5** marks. **(5×5=25)**

2. What are the stages involved in export process ?
3. Briefly explain essential conditions for globalization.
4. What do you mean by strategic business unit ? Explain its features.
5. Write short notes on ECGC.
6. Explain steps involved in marketing research.
7. Briefly explain Polycentric and Geocentric Approach.
8. Briefly discuss the sources of information in International Marketing Information System.

SECTION – C

Answer **any three** questions. **Each** question carries **15** marks. **(3×15=45)**

9. Discuss and compare different modes of entry to International Business.
10. Explain steps involved in importing goods in India.
11. Distinguish between Indian company and global company.
12. Explain in detail various approaches to organizational structure of MNCs.
13. Distinguish between foreign and domestic trade.

SECTION – D

To be answered by students of **2012-13** only : **(1×10=10)**

14. Explain advantages and disadvantages of mergers and acquisitions.
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