

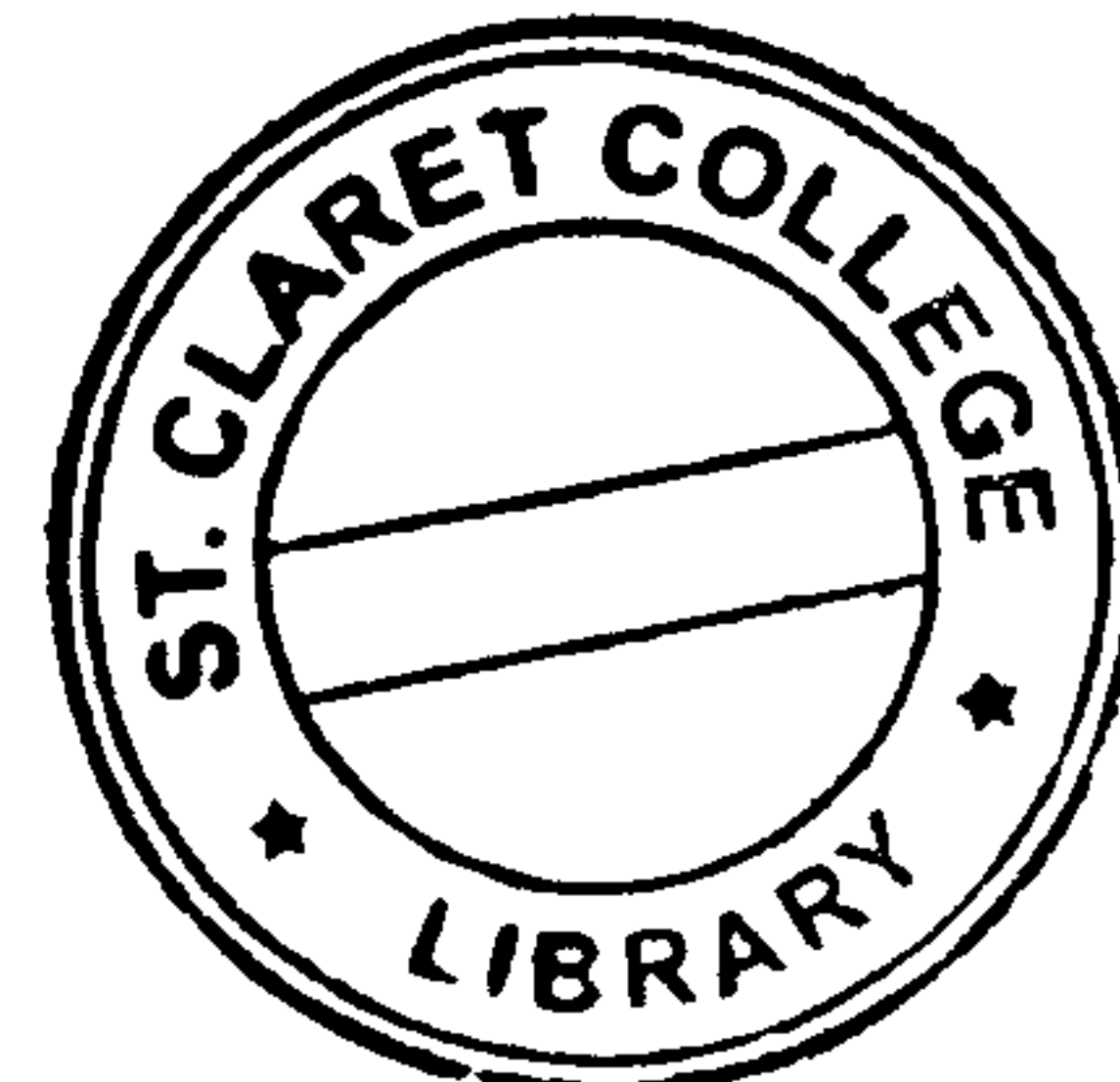


UN – 435

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III Semester B.B.M. Examination, November/December 2015
(Repeaters – Prior to 2013-14)

BUSINESS MANAGEMENT
3.6 : International Business
(100 – 2012-13 only)
(90 Prior to 2012-13)



Max. Marks : 100/90

Time : 3 Hours

- Instructions :** 1) Answer should be written **only in English**.
2) **100** marks for students of 2012-13 and Onwards.
3) **90** marks for **repeaters** students prior to 2012-13.

SECTION – A

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

(10×2=20)

1. a) What do you mean by trade barriers ?
- b) What is absolute cost advantage ?
- c) Give the meaning of transnational business.
- d) What are turn-key projects ?
- e) Define multinational companies.
- f) What do you mean by acquisition ?
- g) What is marketing information system ?
- h) What do you mean by foreign marketing ?
- i) What is foreign trade policy ?
- j) State two features of international trade.
- k) Define post-shipment finance.
- l) What is counter purchase ?

SECTION – B

Answer **any five** of the following. **Each** question carries **5** marks.

(5×5=25)

2. Distinguish between domestic marketing and international marketing.
3. “Balance of payments always balances”. Explain.

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4. Write a short notes on “Franchising”.
5. What are the assumptions of cost advantage theory ?
6. What are the main issues arising from globalisation ?
7. Write a note on mercantilism.
8. Distinguish between balance of trade and balance of payment.

SECTION – C

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

9. What is marketing research ? Explain the various marketing research process.
10. Explain the stages of internationalisation.
11. What is MNC ? What are its advantages and disadvantages ?
12. Explain briefly various export promotion institutes.
13. Discuss the objectives and functions of EXIM Bank.

SECTION – D

To be answered by students of **2012-13** and Onwards. **(1×10=10)**

14. Explain the various stages of international product life cycle.
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4/2/2013