



38

SN – 564

**III Semester B.B.M. Degree Examination, Nov./Dec. 2017
(Repeaters) (Prior to 2013-14)
BUSINESS MANAGEMENT
3.6 : International Business**

Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be written in **English** only.

SECTION – A

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

(10×2=20)

1. a) What do you mean by International Business ?
- b) Mention any four theories of International Business.
- c) Expand FDI and FII.
- d) What is Reverse Merge ?
- e) What do you mean by Globalisation ?
- f) List any four global MNC's in India.
- g) Give the meaning of Organisational transformation.
- h) What is Global Marketing ?
- i) What is Foreign Trade Policy ?
- j) What is Certificate of IEC ?
- k) Expand MMTC and TTCL.
- l) What is disequilibrium in Balance of Payment ?



SECTION – B

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

(5×5=25)

2. Explain the problems of International Business.
3. What are the advantages of International Licensing ?
4. Explain the reasons for firms going global.

P.T.O.

SN – 564



5. Write a short note on Contract Manufacturing.
6. Differentiate between Domestic Marketing and International Marketing.
7. Write the functions of EXIM Bank.
8. Explain the functions of State Trading Corporation.

SECTION – C

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

9. Explain the various stages of Internationalisation.
10. What is a Joint Venture ? Explain its merits and demerits.
11. What are the advantages of MNC's to home country and host country ?
12. What do you mean by International Marketing Intelligence ? What are the information requirements of an International Business Firm ?
13. Explain the different instruments of transfer in International Business.

SECTION – D

Answer the following question : **(1×10=10)**

14. Explain the measures to reduce adverse balance of payment.
-