



SN – 391

-60-

III Semester B.B.M. Examination, November/December 2013

(Semester Scheme) (Repeaters)

(Prior to 2012-13)

**BUSINESS MANAGEMENT**

**3.6 : International Business**

Time : 3 Hours

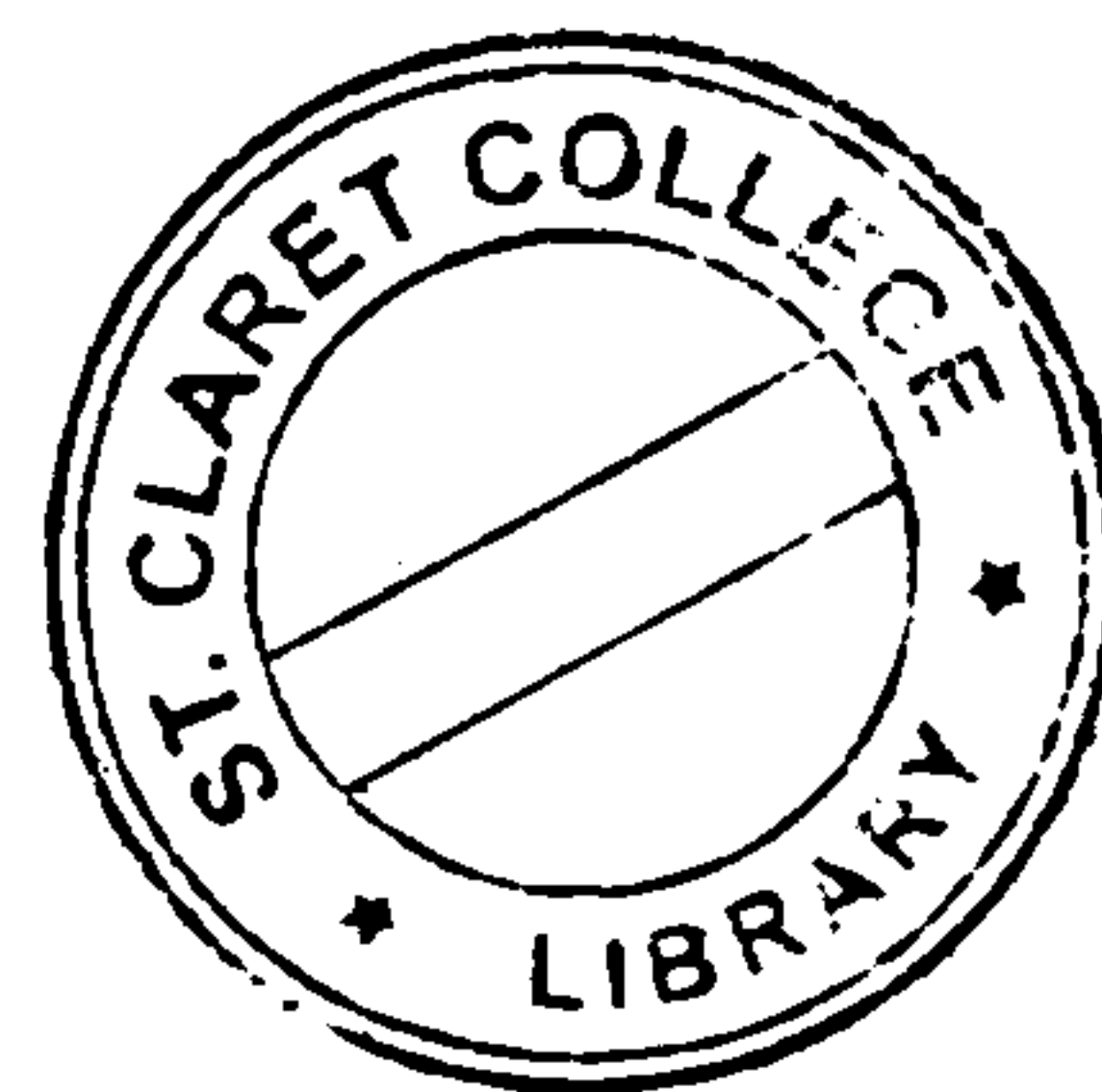
Max. Marks : 90

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

SECTION – A

Answer **any ten** sub-questions. **Each** sub-question carries **2** marks : (10×2=20)

1. a) What is globalisation ?
- b) What is 'Marketing Research' ?
- c) What is subsidiary company ?
- d) What is a consular invoice ?
- e) What is dumping ?
- f) What is Transnational Company ?
- g) What is Let Ship ?
- h) What is BPO ? Give examples.
- i) What is Factoring ?
- j) What is polycentric orientation ?
- k) Expand – FDI, STC.
- l) What is a Letter of Credit ?



SECTION – B

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

2. Write a short note on evolution of International Business.
3. Briefly explain the role of export promotion organisations in India.
4. Discuss in brief the process of international marketing.

P.T.O.

SN – 391



5. State the merits of MNCs.
6. Write a short note on EXIM bank.
7. Explain briefly the stages of Globalisation.
8. Write a short notes on geographical organisation structure.
9. State the problems of International Business.

SECTION – C

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

**(3×15=45)**

10. Discuss briefly the different modes of entry of a firm to International Business.
  11. Explain the product life cycle theory of International business.
  12. Explain the different strategies of FDI.
  13. Give a brief account of fixed and flexible exchange rates.
  14. Explain the competitive advantage of International Business.
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