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VI Semester B.B.M. Degree Examination, April/May 2015  
(Fresh) (2014-15 and Onwards)  
(Semester Scheme)  
**BUSINESS MANAGEMENT**  
Paper – 6.1 : International Business

Time : 3 Hours

Max. Marks : 100

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

## SECTION – A

1. Answer **any 8** questions. **Each** question carries **2** marks. **(8×2=16)**
- What do you mean by opportunity cost theory ?
  - What is globalisation ?
  - What do you mean by political environment of business ?
  - What is marketing information system ?
  - Define international business.
  - Give the definition of marketing research.
  - What is franchising ?
  - What do you mean by Balance of Trade ?
  - What are BPO's ?
  - What is Direct Exporting ?

## SECTION – B

- Answer **any 3** of the following questions. **Each** question carries **8** marks. **(3×8=24)**
- What are the four approaches to international business ?
  - Mention the advantages and disadvantages of FDI.
  - Explain the methods of payment.
  - What are the features of international business ?



SECTION – C

Answer question No. **10** which is **compulsory** and **any 3** of the remaining. **Each** question carries **15** marks. **(4×15=60)**

6. List out the export promotion institutes.
  7. Explain the scope of international marketing.
  8. Briefly explain various modes of entering into international business.
  9. Differentiate between domestic business operations and international business operations.
  10. What are the advantages and disadvantages of globalisation ?
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