SM – 532

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VI Semester B.B.A. Examination, May/June 2018
(CBCS) (Freshers + Repeaters) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
6.1 : International Business

Time : 3 Hours Max. Marks : 70

***Instruction** : **All** answers should be written in **English** only.*

SECTION – A

1. Answer **any five** of the following questions, carrying **two** marks **each**. **(5×2=10)**

   a) State any two forms of international business.

   b) What is franchising ?

   c) Give the meaning of joint ventures.

   d) State any two features of globalisation.

   e) What is transnational company ?

   f) Give the meaning of International Marketing Intelligence.

   g) What do you mean by export trade ?

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SECTION – B

Answer **any three** of the following questions, carrying **six** marks **each**. **(3×6=18)**

2. Explain briefly ethnocentric approach of international business.

3. Discuss briefly various modes of entry into international business.

4. Bring out various features of marketing research.

5. Explain the documentation of Import trade.

6. Briefly explain the nature of MNCs.

P.T.O.

SECTION – C

Answer **any three** of the following questions, carrying **fourteen** marks **each**. **(3×14=42)**

7. Explain the nature and characteristics of international business.
8. Discuss the implication of globalisation of business.
9. Discuss roles of MNCs in the development of international business.
10. Explain the export and import trade procedures.
11. Discuss information requirements for international marketing.