



SM – 551

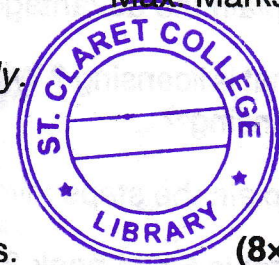
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**VI Semester B.B.M. Examination, May/June 2018  
(Repeaters) (2014-15 and Onwards)  
BUSINESS MANAGEMENT  
Paper – 6.1 : International Business**

Time : 3 Hours

Max. Marks : 100

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



**SECTION – A**

Answer **any 8** sub-questions. **Each** question carries **2** marks.

**(8×2=16)**

1. a) What is globalisation ?
- b) What is FDI ?
- c) What is franchising ?
- d) What is negative integration ?
- e) State any two advantages of MNC's.
- f) What is letter of credit ?
- g) What is marketing intelligence ?
- h) Define international business.
- i) Give the meaning of marketing research.
- j) What is direct exporting ?

**SECTION – B**

Answer **any three** questions. **Each** question carries **8** marks.

**(3×8=24)**

2. Mention advantages and disadvantages of FDI.
3. Explain briefly the problems of international business.
4. Briefly explain the features of globalisation.
5. Discuss the steps involved in marketing research.

P.T.O.



SECTION - C

Answer Q. No. 10 which is compulsory and any three of the remaining. Each question carries 15 marks.

(4x15=60)

- 6. Discuss the approaches and stages of international business.
  - 7. Explain the advantages and disadvantages of MNCs.
  - 8. What is licensing ? What are the advantages and disadvantages of international licensing ?
  - 9. Explain the steps involved in international market research.
  - 10. What is EXIM bank ? Explain the functions of EXIM bank.
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