



NS – 507

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**III Semester B.B.M. Degree Examination, November/December 2016**  
**(Repeaters – Prior to 2013 – 14)**  
**BUSINESS MANAGEMENT**  
**Paper – 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) Mention any four theories of International Business.
- b) Mention the stages of internationalization.
- c) What do you mean by turnkey projects ?
- d) Give the meaning of reverse merge.
- e) What is a Global company ?
- f) Expand MNC and TNC.
- g) What is contract manufacturing ?
- h) What is International Marketing Information System ?
- i) What is EXIM Bank ?
- j) What is a letter of credit ?
- k) Expand MMTC and TTCL.
- l) What is the meaning of Franchising ?



**SECTION – B**

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

**(5×5=25)**

2. Explain the characteristics of International Business.
3. What are the features of mergers and acquisitions ?

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4. Explain the advantages of globalization.
5. What are the demerits of MNC's to home country ?
6. State the principles of export management.
7. Differentiate between balance of trade and balance of payment.
8. What are the information that the exporters require in International Business ?

### SECTION – C

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

9. What is International Business ? Explain the advantages and problems of International Business.
10. Explain in detail the different modes of entry into International Business.
11. What is Organizational Transformation ? Explain the reasons for transformation.
12. Explain the objectives and functions of EXIM Bank.
13. What is adverse balance of payment ? Explain the causes for adverse balance of payment.

### SECTION – D

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

14. What are the advantages of MNC's to home country and host country ?