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VI Semester B.B.A. Degree Examination, September - 2021 BUSINESS ADMINISTRATION

International Business

Paper: 6.1

(CBCS Scheme Regular 2018 Batch only)

Time: 3 Hours Maximum Marks: 70

Instructions to Candidates:

Answer should be written in English only.

Section - A

Answer any five sub-questions. Each Sub-question carries two marks. (5×2=10)

- 1. a. Define International Business.
 - b. What do you mean by Franchising.
 - c. Write the meaning of Turn key projects.
 - d. Expand GATT and OECD.
 - e. Write the meaning of Multinational enterprises.
 - f. What do you mean by International market Information system.
 - g. Define Forex market.

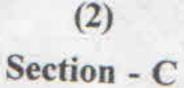
Section - B

Answer any three questions. Each question carries six marks. (3×6=18)

- 2. Briefly explain comparative cost theory.
- 3. Write a note on Licensing.
- 4. State the disadvantages of globalization.
- 5. Briefly Explain state trading corporation.
- 6. State the methods of Export credit.

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(3×14=42)

Answer any three questions. Each question carries 14 marks.

7. Briefly explain need and importance of International Business.

- 8. Briefly explain Any 3 modes of entering International Business.
- 9. State and Explain political, Economic and socio cultural Environment of international business.

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- 10. Briefly explain international marketing Research.
- 11. Write a note on
 - a. RBI
 - b. EXIM Bank.