

(4)

7. Define culture and its element. Discuss, with relevant examples, 'how cross-cultural issues influence business of host and guest countries? (03+07)

Unit - IV

8. Write brief notes on any two of the following : (05+05)
- (a) World Bank
 - (b) IMF
 - (c) ADB
9. (a) What do you understand by export documentation? Discuss briefly the important financial supports available in India for export activities. (03+04)
- (b) Write an analytical note on 'future trends in India's foreign trade'. (03)

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B.B.A. (Semester-VI) Examination, 2015
INTERNATIONAL BUSINESS
(BBA-604)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Question No.1, which is compulsory. In addition attempt one question from each unit.

1. Write short answers to the following questions. 3×10=30
- (a) "Foreign trade is an engine of economic growth". Why?
 - (b) How does international trade lead to commodity price equalization?
 - (c) How does increasing pattern of FDI from different countries will affect Indian economy?
 - (d) What do you understand by EPRG approach?

(2)

- (e) What do you understand by
- (i) IEC number
 - (ii) Bill of lading
 - (iii) Mate's receipt
- (f) Which countries are members of SAARC?
- (g) What do you understand by LPG?
- (h) What is dumping?
- (i) Distinguish between balance of trade and balance of payment.
- (j) Write full names of the following :
- (i) APEDA
 - (ii) UNCTAD
 - (iii) NABARD
 - (iv) SAARC
 - (v) NAFTA
 - (vi) ASEAN

Unit-I

2. (a) Why do Countries form themselves in to regional trading blocks? 05
- (b) How would you proceed to short list possible foreign markets for your products? Explain in brief. 05

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(3)

3. What is the difference between domestic trade and international trade? What are the factors responsible for venturing into international business? (05 + 05)

Unit - II

4. Explain the various factors involved in international business environment. Do you believe that political stability leads to the business development? Give reasons in support of your answer. (05 + 05)
5. Critically examine the role of MNCs in accelerating the growth rate in a developing country. Analyse the reasons for growing dominance of MNCs in India. (06 + 04)

Unit - III

6. (a) What is meant by international marketing? Why is the task of an international marketer more difficult than that of the domestic marketer? (02 + 05)
- (b) Briefly compare domestic HRM with international HRM. 03

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