



Fourth Semester Five Year B.B.A.,LL.B. (Hons.) Examination, June/July 2012
INTERNATIONAL BUSINESS

Duration : 2½ Hours

Max. Marks : 70

- Instructions:** 1. Answer all 5 Questions.
2. **One** essay type and **one** short note question or problem from **each unit** have to be attempted, which is referred as part **(a)** and **(b)** in all the Units.
3. Figures to the right indicate marks.

UNIT – I

- Q. No. 1. (a) i) Explain the growing economic power of developing countries. Marks : 9
OR
ii) What are the trends in international trade.
(b) i) Write a note on global sourcing. Marks : 5
OR
ii) Write a note on International Orientation.

UNIT – II

- Q. No. 2. (a) i) Explain South Asian Association Regional Cooperation. Marks : 9
OR
ii) Explain the international commodity agreement and its types.
(b) i) Write a note on Cartels. Marks : 5
OR
ii) Write a note on Uruguay Round.

P.T.O.

0445



UNIT – III

- Q. No. 3. (a) i) Define MNC and what are the benefits of MNC. Marks : 9
OR
ii) Explain multinationals in India.
- (b) i) Write a note on global organisation model. Marks : 5
OR
ii) Write a note on transfer of technology.

UNIT – IV

- Q. No. 4. (a) i) Explain the Prons and Cons of globalisation. Marks : 9
OR
ii) Explain the globalization strategies.
- (b) i) What are the features of globalization. Marks : 5
OR
ii) Write a note on mergers and Acquisition.

UNIT – V

- Q. No. 5. (a) i) Explain the trade strategy of India. Marks : 9
OR
ii) Explain the recent import and export policy.
- (b) i) Write a note on export units and export processing zones. Marks : 5
OR
ii) What are the import facilities provided for exporters. Marks : 5