



Fourth Semester Five Year B.B.A., LL.B. (Hons.) Examination, June 2015
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) What are the different competitive advantages of global business ? Marks : 9

OR

Explain the growing economic power of developing countries.

(b) Write a short note on : Marks : 5

Global sourcing.

OR

International orientation.

UNIT – II

Q. No. 2. (a) Explain SAARC and GATT. Marks : 9

OR

Explain different trade regional groupings with its impact on Indian economy.

(b) Write short note on : Marks : 5

WTO.

OR

Trading blocks.

P.T.O.

0445



UNIT – III

Q. No. 3. (a) Explain the code of conduct for MNC's. Marks : 9

OR

Discuss the role of MNC's in India with suitable examples.

(b) What are the demerits of MNC's in India ? Marks : 5

OR

Write a short note on :

Transfer of Technology.

UNIT – IV

Q. No. 4. (a) Write the various strategies for entering into international markets. Marks : 9

OR

Explain the stages of globalization. What are the implications and impact of globalization ?

(b) Write short note on : Marks : 5

Global trade.

OR

Licencing and franchising.

UNIT – V

Q. No. 5. (a) Explain the promotional measures adopted for the foreign trade in India. Marks : 9

OR

What are the regulations to be followed for foreign trade in India ?

(b) Write short note on : Marks : 5

Export Houses and Trading Houses.

OR

Trade strategies of India.