

Reg. No. : .....

Name : .....

VI Semester B.B.A./B.B.A. (TTM)/B.B.A. (RTM) Degree (CBCSS – Reg./  
Supple./Improv.) Examination, April 2021  
(2014-2018 Admissions)

Core Course

6B18 BBA/BBA (TTM)/BBA (RTM) : INTERNATIONAL BUSINESS

Total Marks : 40

Time : 3 Hours

## SECTION – A

Answer **all** questions. **Each** question carries  $\frac{1}{2}$  mark :

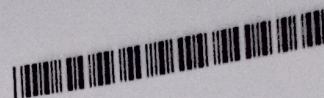
1. Expand IMF.
2. The seller in an \_\_\_\_\_ is called exporter.
3. The headquarters of WTO is in \_\_\_\_\_.
4. The EXIM bank of India established in \_\_\_\_\_.

## SECTION – B

Answer **any four** questions. **Each** question carries **1** mark :

5. What is EOU ?
6. Define globalization.
7. What do you mean by foreign exchange rate ?
8. What is FDI ?
9. What are tariffs ?
10. What do you mean by free trade agreement ?
11. What is licensing ?
12. What is ADB ?





SECTION – C

Answer **any six** questions (**Not** exceeding **one** page). **Each** question carries **3** marks :

13. How will you differentiate tariff and non-tariff barriers ?
14. What are the components of balance of payments ?
15. Elucidate the key players in the foreign exchange market.
16. Explain the role and functions of WTO.
17. Write a note on Bretton Wood twins in international trade.
18. What are the driving forces of globalization ?
19. Discuss the importance of exchange rates.
20. What are the different types of foreign investment ?
21. State the importance of SEZ in promoting international business.
22. Write a note on socio cultural environment in international business.
23. Explain the important factors affecting international human resource management.
24. Write a short note on ASEAN.

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks :

25. Explain in detail the important modes of entry into international business.
  26. Discuss the driving forces and restraining forces of globalization.
  27. Give a brief account of international business environment.
  28. What are the motives for internationalization ?
  29. Discuss in detail on various regional economic co-operations of the world.
  30. Write in detail about foreign exchange risk and its management.
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