



K17U 0407

Reg. No. : .....

Name : .....

VI Semester B.B.A./B.B.A. (TTM)/B.B.A. (RTM) Degree (CBCSS – Regular)  
Examination, May 2017  
(2014 Admn.)  
Core Course  
6B18BBA/BBA(TTM)/BBA(RTM) : INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries ½ mark.

1. Under \_\_\_\_\_ approach companies view the entire world as a single market.
2. World Bank was organized in \_\_\_\_\_
3. The headquarters of IMF is in \_\_\_\_\_
4. Ultimately \_\_\_\_\_ was replaced by the \_\_\_\_\_ on 1<sup>st</sup> Jan. 1995.

(½×4=2)

SECTION – B

Answer **any 4** questions. **Each** carries 1 mark.

5. Expand SAARC.
6. What are tariffs ?
7. What do you mean by international business ?
8. What is licensing ?
9. Write a short note on the role of ADB.
10. Define globalization.

(1×4=4)

P.T.O.



## SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. State the importance of SEZ in promoting international business.
12. Briefly explain BOP and its components.
13. State the nature of international business.
14. What are the stages of internationalization ?
15. What are the main differences of WTO and GATT ?
16. What are the types of FDI ?
17. What are the types of exchange rate system ?
18. What are the disadvantages of globalization ? (3×6=18)

## SECTION – D

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

19. Explain the international business environment that affect the international business.
  20. What are the motives for internationalization ?
  21. What are the different sources of finance in international business ? (8×2=16)
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