



MS – 507

VI Semester B.B.M. Examination, May 2016

(Fresh + Repeaters) (2014-15 and Onwards)

BUSINESS MANAGEMENT

Paper – 6.1 : International Business

Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be in **English only**.

SECTION – A

Answer **any 8** sub-questions. Each question carries **2** marks.

(8×2=16)

1. a) State any four features of international business.
- b) What is international franchising ?
- c) What is international joint venture ?
- d) What are the components of globalisation ?
- e) Give any two reasons for firm's going global.
- f) What is organisational transformation ?
- g) Expand : PCN, HCN, TCN and TNC.
- h) What is international marketing information ?
- i) What do you mean by EXIM policy ?
- j) Give the meaning of letter of credit.

SECTION – B

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

(3×8=24)

2. What is the theory of absolute advantages ?
3. Explain the advantages and disadvantages of international licensing.
4. Distinguish between domestic and foreign companies.
5. Discuss briefly the stages of import procedures.

P.T.O.



SECTION - C

Answer Q. No. 10 which is **compulsory** and **any three** of the remaining.
Each question carries 15 marks.

(4x15=60)

6. Explain the measures to correct the disequilibrium in the Balance of Payments (BOP).
7. Explain briefly the types of data/information required for international business.
8. What are the factors to be considered while making decisions to enter the foreign markets ?
9. Explain the manifestation of globalisation.
10. Explain the advantages of MNC's to home country and host country.