

Dec. 2023

BBA(Gen.) 6th SEMESTER

Foundation of International Business (BBA/Gen/603)

Time: 3 Hours

Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
 2. Answer any four questions from Part -B in detail.
 3. Different sub-parts of a question are to be attempted adjacent to each other.

PART -A

- Q1 (a) Discuss the reasons for companies to go for international business. (1.5)
- (b) List out the challenges of international business. (1.5)
- (c) Differentiate between national and international business. (1.5)
- (d) Why do we need control methods in international business? (1.5)
- (e) List out the different entry modes for entering into foreign markets. (1.5)
- (f) Write in brief about the sourcing decisions in foreign markets (1.5)
- (g) Briefly discuss the problems faced while taking logistics decision in international business. (1.5)
- (h) What is international pricing? (1.5)
- (i) What points are to be considered while taking compensation decisions in international business? (1.5)
- (j) What is the impact of accounting difference across countries on international business? (1.5)

PART -B

- Q2 'Every factor of international business environment has an impact on international business' in light of the said statement discuss the basic structure of international business environment. Also discuss the risks involved in international business. (15)
- Q3 Write short notes on:
- (a) Global trading and financial system. (7.5)
- (b) Decisions concerning foreign direct and portfolio investment. (7.5)
- Q4 'While going for international business a company is required to look upon various factors of country evaluation and selection' do you agree? Explain with proper examples. (15)
- Q5 (a) What are the different approaches to international pricing? Discuss. (7.5)
- (b) Exemplify the techniques of risk management in international business. (7.5)

Q6 'A number of branding and product decisions are to be taken for foreign (15) markets' in light of the said statement discuss such decisions and give examples in support of your answer.

Q7 'Different cross-cultural challenges are to be dealt with utmost care for smooth (15) functioning of business at international level' Justify in light of different cross-cultural challenges faced during international business.
