

**301603**

**May 2024**

**B.B.A. (Gen) - VI 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**

1. (a) List out the benefits of international business. (1.5)
- (b) What are the risks involved while expansion of business in international boundaries? (1.5)
- (c) What is portfolio investment? (1.5)
- (d) Briefly write about the global trading system of international business. (1.5)

- (e) List out the control methods in international business. (1.5)
- (f) Discuss the logistics decisions to be taken while doing international business. (1.5)
- (g) Briefly write about the foreign manufacturing decisions. (1.5)
- (h) How accounting differences across countries are managed? (1.5)
- (i) Write the factors affecting compensation decisions in foreign markets. (1.5)
- (j) Who controls the flow of foreign direct investment in India? (1.5)

**PART-B**

- 2. Write a detailed note on aspects to be covered while scanning international business environment. Why analysis of international business environment is important? Discuss. (15)
- 3. (a) Elaborate the control methods in international business. (7.5)  
(b) Elucidate the cross-cultural challenges in international business. (7.5)
- 4. 'A number of entry modes are available while entering into foreign markets'. Discuss considering the pros and cons of each mode of entry. (15)

- 5. Write short notes on the following :
  - (a) Barriers to international business. (7.5)
  - (b) Approaches to international pricing. (7.5)
- 6. 'Risk management is very difficult in international business'. Comment. Also discuss the techniques adopted to manage risks in international business. (15)
- 7. Elaborate the points to be considered while taking product and branding decisions in foreign markets. (15)