



K16U 1476

Reg. No. :

Name :

V Semester B.B.A. Degree (CCSS-Supple./Imp.)
Examination, November 2016
B.B.A. Core Course
5B10 BBA : INTERNATIONAL BUSINESS
(2012-13 Admissions)

Time : 3 Hours

Max. Weightage : 30

PART – A

This Part consist of **two** bunches of question carrying **equal** weightage of **one**.
Each bunch consist of **four** objective type of questions. Answer **all** questions.

- I. 1) The balance of payment is an _____ system.
 - a) Accounting
 - b) Social
 - c) Environmental
 - d) Tourist
- 2) The capital accounts covers _____.
 - a) Long term capital
 - b) Non-liquid short term capital
 - c) Liquid short term capital
 - d) All of these
- 3) Which of the following is not the objective of IMF ?
 - a) Removal of disparities in International payment
 - b) Removal of Exchange Control
 - c) Reduction of International payment
 - d) Impose of Exchange control
- 4) GATT is a _____.
 - a) Organisation
 - b) Method
 - c) Agreement
 - d) Policy

(W=1)

P.T.O.



II. 5) Who is the successor of GATT ?

6) Export processing Zones has been converted into _____

7) International Monetary Fund was formed in _____

8) EFTA means _____

(W=1)

PART – B

Answer **any eight** questions in **one** or **two** sentences **each**. **Each** question carries a weightage of **one**.

9. What is green field investment ?
10. What is forward Vertical FDI ?
11. What is Trade creation ?
12. What is foreign exchange market ?
13. What is horizontal differentiation ?
14. What is Knowledge network ?
15. What is Joint venture ?
16. What is flexible manufacturing technology ?
17. What is Pull strategy ?
18. What is price discrimination ?

(W = 8×1=8)

PART – C

Answer **any six** questions. Answer **not** to exceed **one** page. **Each** carries a weightage of **two**.

19. Explain the different levels of economic integration.
20. Explain the content of NAFTA.
21. Explain four basic strategies of International business.
22. Explain the organizational architecture of International business.



23. What are the three basic entry decisions of International business ?
24. What is Joint ventures ? Explain the advantages and disadvantages.
25. Explain the different type of Foreign exchange risk.
26. Explain different type of training for Expatriate Managers. (W = 6×2=12)

PART – D

Answer **any two**. **Each** question carries a weightage of **four**.

27. Explain important International Economic Institutions.
 28. Explain the components of BOP.
 29. Explain the importance of International Finance. (W = 2×4=8)
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