



VI Semester B.B.A. Examination, September 2020
(CBCS – (Freshers + Repeaters) Scheme)
(2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.1 : International Business

Time : 3 Hours

Max. Marks : 70

Instruction : All answers should be written in English only.

SECTION – A

1. Answer **any five** of the following questions, carrying **two marks each**. (5×2=10)
- State any two forms of international business.
 - What is importing ?
 - Define globalization.
 - What is marketing information ?
 - What do you mean by export trade ?
 - What is foreign exchange market ?
 - State any 2 differences between domestic and foreign companies.

SECTION – B

Answer **any three** of the following questions, carrying **six marks each**. (3×6=18)

- What are the advantages and disadvantages of exporting ?
- What are the merits and demerits of FDI ?
- Explain briefly the stages of globalization.
- Explain various features of marketing research.
- Explain documentation of Export Trade.

P.T.O.



SECTION – C

Answer **any three** of the following questions, carrying **fourteen** marks **each**. (3×14=42)

7. Explain various stages of international product life cycle.
 8. Explain various modes of entry into international business.
 9. Explain the advantages and disadvantages of globalisation.
 10. Explain the process of international marketing research.
 11. Explain the procedure of import trade.
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