



K22U 0168

Reg. No. : .....

Name : .....



VI Semester B.B.A./B.B.A. (P.T.M.)/B.B.A. (T.T.M.) Degree  
(CBCSS-Supple./Improv.) Examination, April 2022  
(2016 – 2018 Admissions)

Core Course

**6B18BBA/BBA(TTM)/BBA(RTM) : INTERNATIONAL BUSINESS**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries ½ mark.

1. The \_\_\_\_\_ account measures the changes in holdings of gold and foreign currencies (reserve assets) by official monetary institutions.
2. The headquarters of the World Trade Organization is in \_\_\_\_\_.
3. \_\_\_\_\_ is a business arrangement in which one company gives another company permission to manufacture its product for a specified payment.
4. \_\_\_\_\_ is selling in the foreign market below the cost of domestic price.

SECTION – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is ASEAN ?
6. What are the components of current account ?
7. What do you mean by free trade agreement ?
8. What are the two types of trade barriers ?
9. Expand EOU.
10. Define balance of payment.

P.T.O.



SECTION – C

Answer **any six** questions (**Not** exceeding **one** page). **Each** question carries **3** marks.

11. Explain the important factors affecting international human resource management.
12. Explain the role of SEZs in international business.
13. Discuss the importance of exchange rates.
14. What are the driving forces of globalization ?
15. Write a short note on political and regulatory environment in international business.
16. Differentiate tariff and non-tariff barriers.
17. What are the different types of foreign exchange risks ?
18. What are the attributes and elements considered for international business negotiations ?

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Discuss the special problems in international business when compared with domestic business.
  20. Explain the role and functions of WTO, IMF and World Bank.
  21. Explain in detail the important modes of entry into international business.
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