

Reg. No. : .....

Name : .....

**V Semester B.B.A. Degree (CCSS – Sup./Imp.)**  
**Examination, November 2017**  
**(2012 and 13 Admissions)**  
**Core Course**  
**5B10 BBA : INTERNATIONAL BUSINESS**

Time : 3 Hours

Max. Weightage : 30

## PART – A

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

- I. 1. World Bank is an \_\_\_\_\_ that provides loans to developing countries for capital programs.
2. TRIPs is \_\_\_\_\_ agreement.
3. Two or more firms join together to create a new business entity that is legally separate and distinct from its parents is known as \_\_\_\_\_
4. \_\_\_\_\_ is a statement that summarizes an economy's transactions with the rest of the world for a specified period of time. (W=1)
- II. 5. The WTO covers
- |             |                          |
|-------------|--------------------------|
| a) Services | b) Intellectual property |
| c) Goods    | d) All of these          |
6. Contractual mode of entry consist of
- |            |              |                |                 |
|------------|--------------|----------------|-----------------|
| a) Leasing | b) Licensing | c) Franchising | d) All of these |
|------------|--------------|----------------|-----------------|
7. Which of the following is not a component of external environment ?
- |                |            |             |                  |
|----------------|------------|-------------|------------------|
| a) Opportunity | b) Threats | c) Strength | d) None of these |
|----------------|------------|-------------|------------------|
8. Stages of internationalisation include
- |                          |                 |
|--------------------------|-----------------|
| a) International company | b) MNCs         |
| c) Global company        | d) All of these |
- (W=1)



## PART – B

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

9. What is international environment ?
10. What are the theories of international trade ?
11. What are the instruments of commercial policy ?
12. What is foreign investment ?
13. What do you mean by strategic alliances ?
14. When WTO was formed ?
15. What is FOVs ?
16. Explain European Union.
17. What is international product decision ?
18. What do you mean by BoP ?

(W:8x1=8)

## PART – C

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

19. Briefly explain Special Drawing Rights.
20. What are the different forms of foreign investment ?
21. What are the modes of entry into international business ?



22. Explain the various types of regional economic integration.
23. What is the need for international business ?
24. What is international political environment ?
25. What are the key issues involved in making international production ?
26. Explain SEZ. (W:6×2=12)

PART – D

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

27. Briefly explain WTO. What are the objectives and functions of WTO ?
  28. What are the different components of International Business Environment ?
  29. Write an essay on the objectives and activities of IMF. (W:2×4=8)
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