



K18U 1756

Reg. No. :

Name :

V Semester B.B.A. Degree (CCSS – Supplementary) Examination,
November 2018

(2012 and 2013 Admissions)

Core Course

5B10 BBA : INTERNATIONAL BUSINESS

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 questions. Answer **all** questions.

- I. 1) _____ is referred to as the predecessor of WTO.
 - 2) The wealth of nations was published by _____
 - 3) _____ account in the BoP records only the transactions arising out of the export and import of goods.
 - 4) _____ is a condition that requires some specific fraction of a product imported be produced domestically. (W=1)
- II. 5) _____ was set up in December 1966 under the auspices of the United Nations Economic Commission for Asia and for east to promote economic development of Asian countries.
 - a) New development Bank
 - b) International Bank for Reconstruction and Development
 - c) Asian Development Bank
 - d) International Finance Corporation

P.T.O.



- 6) An ad valorem tariff is imposed as
- a) A percentage on value and partly as a rate per unit.
 - b) Percentage of value of goods imported
 - c) A part of quantity of commodity imported
 - d) a) and c)
- 7) An organisation that engages in production or service activities, through its own affiliates, in several countries maintains control over the policies of those affiliates and manage from a global perspective is known as
- a) Partnership Company
 - b) Multinational Company
 - c) Domestic Company
 - d) None of the above
- 8) Special drawing rights facility is available at
- a) World Bank
 - b) International Monetary Fund
 - c) European Union
 - d) Asian Development Bank
- (W=1)

PART – B

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

- 9. What is globalisation ?
- 10. Explain World Bank.
- 11. What are GDRs ?
- 12. What is International Business ?
- 13. What is strategic alliances ?
- 14. What is TRIPs ?
- 15. What do you mean by foreign investment ?
- 16. What is acquisition ?
- 17. Name the institutions involved in international financial system.
- 18. What is EOU ?

(W=8×1=8)



PART – C

Answer **any 6** questions. Answer **not** to exceed **one** page. **Each** carries a weightage of **two**.

19. State the functions of WTO.
20. What are the challenges faced by an organisation in the development of a product for a global market ?
21. Explain the models of entry strategies in international business.
22. State the advantages and disadvantages of trade bloc.
23. Differentiate international business and domestic business.
24. What are the different forms of foreign investment ?
25. What are the components of BoP ?
26. What are the non-tariff barriers ? (W=2×6=12)

PART – D

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

27. Explain the trade barriers.
 28. Objectives and functions of World Bank.
 29. Briefly explain the objectives and functions of NAFTA. (W=2×4=8)
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