



K20U 0168

Reg. No. :

Name :



**VI Semester B.B.A./B.B.A. (T.T.M.)/B.B.A. (R.T.M.) Degree
(CBCSS-Reg./Supple./Improv.) Examination, April 2020
(2014 Admission Onwards)**

Core Course

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

Time : 3 Hours

Max. Marks : 40

PART – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ mark.

1. The regional grouping in which India is a member
a) ASEAN b) SAARC c) NAFTA d) EU
2. TRIM stands for _____
3. _____ refers to exporting products at a price below the cost of production.
4. Tariff barriers doesnot include
a) Advalorem duty b) Commodity duty
c) Protective tariff d) Import quota (4x $\frac{1}{2}$ =2)

PART – B

Answer **any 4** questions. **Each** question carries 1 mark.

5. What is tariff ?
6. What is economic integration ?
7. What is Balance of payment ?
8. What is FDI ?
9. What is Joint venture ?
10. What is Globalisation ? (4x1=4)

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What are the different types of non tariff-barriers ?
12. What are the attractiveness of Licensing ?
13. What are the components of Balance of payments ?
14. What are import quotas ? What are its types ?
15. What are the routes of globalisation ?
16. What is counter trade ? What are its forms ?
17. What are the benefits of EOU units ?
18. What are the different types of foreign exchange risks ? (6×3=18)

PART – D

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

19. Explain about the various mode of entry into international business.
 20. Explain about global organisational structure.
 21. Explain briefly about WTO. (2×8=16)
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