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VI Semester B.B.A./B.B.A.(Aviation) Degree Examination, July/August - 2024

BUSINESS ADMINISTRATION

International Business
(NEP Semester Scheme)

Paper : 6.3**Time : 2½ Hours****Maximum Marks :60****Instructions to Candidates:****Answer should be written in English only.****SECTION-A****Answer any Five of the following questions . Each question carries 2 marks.(5×2=10)**

1. a) What is international business?
- b) What is an economic environment ?
- c) Expand MNCs and TNCs.
- d) What is BRICS ?
- e) Give the meaning of Global sourcing.
- f) What is international HRM?
- g) Write two objectives of TRIPS.

SECTION-B**Answer any Four of the following questions. Each question carries 5 marks.(4×5=20)**

2. Write the role of freight forwarding play in international logistics.
3. Briefly explain the different functions of BRICS.
4. Discuss the challenges that globalization faces in the contemporary world.
5. Discuss the various components of Economic environment in view of International Business.
6. What are the various modes of entry into international business?

[P.T.O.]

SECTION - C

Answer any Two of the following questions. Each question carries 12 marks.

(2×12=24)

7. Explain the concept of foreign investments in the context of International Business.
8. Explain in brief the various external environmental factors in the context of international business.
9. Explain the technology transfer and explain its significance in the context of globalisation.

SECTION - D

Answer any One of the following question. Each question carries 6 marks. (1×6=6)

10. Prepare a table showing country and its currency for 10 countries.
11. Briefly explain the concept of lean manufacturing in the context of global strategies.