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DCBB603/DCAM603

Reg. No.

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VI Semester B.B.A. Degree Examination, June/July 2025

BUSINESS ADMINISTRATION

International Business

(NEP Scheme)

Maximum Marks : 60

Time : 2½ Hours

Instructions to Candidates:*All the Answers should be written in English only.***SECTION - A****Answer any Five of the following questions. Each question carries Two marks.****(5×2=10)**

1. a) What is international Business?
- b) What is cultural environment?
- c) Give the meaning of Globalisation.
- d) What is IMF.
- e) What is Repatriation?
- f) What is supply chain management?
- g) What is Franchising?

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

2. What are the various modes of entry into International business?
3. Write the importance of Business Environment.
4. What do you mean by multinational corporation? Explain how does it differ from domestic corporation?
5. Write the objectives of WTO.
6. Explain the role of freight forwarding in international logistics.

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SECTION - C

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

(2×12=24)

7. Write the advantages and disadvantages of Foreign Direct Investments.
8. Explain in brief the various Environmental factors which influence international Business.
9. Discuss the differences between domestic and foreign companies.

SECTION - D

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

10. List any Ten Indian MNCs along with their products and services offered.
 11. Prepare a chart showing currencies of any six different Countries.
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