

END TERM EXAMINATION

SIXTH SEMESTER [BBA] APRIL - MAY 2019

Paper Code: BBA-308 Subject: International Business Management
 BBA(MOM)-308
 BBA(TTM)-308

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Explain the term 'International Business'. What are the objectives for a firm to go for international business? Discuss some of the challenges involved in International Business.
- Q2 What do you understand by 'International Competitive Advantage'? State the requirements for achieving competitiveness in the overseas market.
- Q3 Distinguish between the role of 'IMF' and 'World Bank' in International Business. Discuss existing structure of International Monetary System and Financial Markets.
- Q4 Discuss various theories of International Business. Which theory, do you think, has practical application? Give suitable examples.
- Q5 What are the advantages and disadvantages of globalization? What are the drivers of globalization?
- Q6 State reasons for sudden spurt in cross border mergers and acquisitions. Discuss in the light of recent cases of mergers and acquisition.
- Q7 What is cultural globalization? Discuss the difficulties in managing groups across cultures. What do you understand by multicultural management?
- Q8 Write a short note on **any three** of the following:-
(a) Technology Transfer
(b) Social responsibilities of transnational corporations. (TNC)
(c) Unification of World Economics
(d) Trade War between China and USA.

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