



US – 538

VI Semester B.B.A. Examination, May 2017
(CBCS) (Freshers) (2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.1 : International Business

Time : 3 Hours

Max. Marks : 70

Instruction : All answers should be written in **English only**.

SECTION – A

1. Answer **any five** of the following questions carrying **two marks each** : (5×2=10)
- a) State the need for international business.
 - b) What is FDI ?
 - c) What is meant by turn key projects ?
 - d) What is international market intelligence ?
 - e) Expand - IIC, B.I.S., GDP and DGFT.
 - f) What is a mate's receipt ?
 - g) What is a letter of credit ?

SECTION – B

- Answer **any three** of the following questions carrying **six marks each** : (3×6=18)
2. Briefly explain absolute advantage theory.
 3. Write briefly the importance of international business.
 4. Write the impact of FDI on domestic business in India.
 5. List out various export promotion institutions.
 6. Discuss briefly steps in export procedure.

SECTION – C

- Answer **any three** of the following questions carrying **fourteen marks each** : (3×14=42)
7. Explain the factors to be considered while making decision to enter foreign markets.
 8. Discuss various modes of entry into international business.
 9. What is balance of payment ? What are the causes for disequilibrium in B.O.P. in India.
 10. Explain the factors/reasons for the growth of MNCs.
 11. Explain the reasons for weak performance of India's export trade.
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SECTION – C

Answer **any 3** questions. **Each** question carries **14** marks.

(3×14=42)

7. Write short notes on the following :
 - a) Virtual communities.
 - b) Portals.
 8. Explain the different e-commerce business models.
 9. Discuss in detail the various tools that can be implemented to protect the web server.
 10. What is smart card ? What are its advantages ?
 11. Elaborate the types of cyber crimes.
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