

Total No. of Questions : 3]

SEAT No. :

P1867

[Total No. of Pages : 2

[6033]-404

S.Y.B.B.A.

**404 : INTERNATIONAL BUSINESS MANAGEMENT
(2019 CBCS Pattern) (Semester -IV)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicates full marks.

Q1) A) Multiple Choice Questions.

[5]

- a) GATT stands for _____
 - i) General agreement on tariff and trade
 - ii) General assessment of tariff and trade
 - iii) General association of tariff and trade
 - iv) General authentication of tariff and trade
- b) Domestic companies follow _____
 - i) Ethnocentric approach
 - ii) Regio centric approach
 - iii) Geocentric approach
 - iv) None of the above
- c) The _____ company produces, markets, invests and operates across the world.
 - i) Domestic
 - ii) International
 - iii) Transnational
 - iv) None of the above
- d) _____ is not a force proposed by Michel Porter
 - i) Bargaining power of buyers
 - ii) Bargaining power of sellers
 - iii) Threat of new substitutes
 - iv) Multi-National Collaboration
- e) IMF was found in the year
 - i) 1944
 - ii) 1946
 - iii) 1948
 - iv) 1956

P.T.O.

B) Match the pairs. [5]

A	B
David Ricardo theory	Better growth for developing countries
FDI	Comparative advantage
World bank	South Asian Association of Regional cooperation
SAARC	1944
Domestic company	Within national boundaries

C) Answer in one sentence [5]

- Define Spot rate.
- Define balance of trade.
- Mention any two types of exchange rates.
- Name the organisations that together make the world bank.
- What is meant by regional sourcing?

D) Fill in the blanks. [5]

- GATT was replaced by _____
- IMF stands for _____
- BOP means _____
- MNC stands for _____
- International business is business between _____ or more countries

Q2) Long Answer questions (Attempt any 3 out of 5) [30]

- Define international business. Explain need and significance of international business.
- Explain in detail stages of internationalization.
- Define foreign direct investment and explain the challenges associated with foreign direct investment.
- Explain the establishment objectives and functions of WTO.
- Explain the Heckscher Ohlins theory of international trade along with assumptions and criticism.

Q3) Short notes (Attempt any 4 out of 6) [20]

- Challenges of globalization
- Fixed rate and flexible rate
- Importance of cultural environment in international business
- IMF
- Franchising
- NAFTA

