

Total No. of Questions : 3]

SEAT No. :

P5964

[Total No. of Pages : 3

[6143]-404

S.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions. [5]

- a) NAFTA stands for _____
 - i) North American Free Trade Agreement
 - ii) North African Free Trade Agreement
 - iii) North Asian Free Trade Agreement
 - iv) North Association Free Trade Agreement
- b) Globalization refers to _____
 - i) Higher incomes worldwide
 - ii) Higher foreign trade and investment
 - iii) Global warming and their effects
 - iv) All of the above
- c) The _____ company produces, markets, invests and operates in only two or three countries.
 - i) Domestic
 - ii) International
 - iii) Transnational
 - iv) None of the above
- d) TNC Stands for _____
 - i) Trans-National Communication
 - ii) Trans-National Cooperation
 - iii) Trans-National Company
 - iv) Trans-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

- | | |
|--------------------------|---|
| a) Hecksher Ohlin theory | i) Opportunity to tap potential of developing economies |
| b) FDI | ii) 2*2*2 matrix |
| c) World bank | iii) European Union |
| d) EU | iv) Regio-centric approach |
| e) Multinational company | v) 1944 |

C) Answer in one sentence. [5]

- Define Forward rate.
- Give 2 limitations of globalization.
- Mention any two types of exchange rates.
- Which organization has replaced GATT?
- What is meant by regional sourcing?

D) Fill in the blanks. [5]

- WTO has headquarters at _____.
- GATT stands for _____.
- BOT means _____.
- Michel porter proposed _____ number of forces.
- Domestic business is business within _____ boundaries.

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

- a) Define international business. Explain the scope of international business.
- b) Explain in detail Heckscher Ohlin's theory of international trade.
- c) Explain the meaning and importance of foreign direct investment.
- d) Explain the objectives and functions of IMF.
- e) Explain the concept and significance of global sourcing.

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

- a) Challenges of globalization
- b) Forward and Futures
- c) Approaches to internationalization
- d) WTO
- e) Export promotion schemes
- f) SAFTA

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