

Total No. of Questions : 3]

SEAT No. :

PC-1115

[Total No. of Pages : 2

[6316]-204

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 indicate full marks.*

Q1) A) Multiple Choice Questions.

[5]

- i) SAFTA stands for _____.
 - a) South Asian Free Trade Area
 - b) South African Free Trade Agreement
 - c) South Asian Free Trade Agreement
 - d) South Association Free Trade Agreement
- ii) FDI results into _____.
 - a) Higher incomes worldwide
 - b) Higher foreign trade and investment
 - c) Global warming and their effects
 - d) All of the above
- iii) IB Stands for _____.

a) International Business	b) Internal Business
c) Intermodal Business	d) Internodal Business
- iv) TNC Stands for _____.
 - a) Trans-National Communication
 - b) Trans-National Cooperation
 - c) Trans-National Company
 - d) Trans-National Collaboration
- v) IMF was found in the year

a) 1945	b) 1946
c) 1948	d) 1956

P.T.O.

B) Match the pairs. [5]

	A		B
i)	Hecksher Ohlin theory	a)	Opportunity to tap potential of developing economies
ii)	Global sourcing	b)	2*2*2 matrix
iii)	World bank	c)	European Union
iv)	EU	d)	Geo-centric approach
v)	Transnational company	e)	1944

C) Answer in one sentence. [5]

- i) Define Swaps.
- ii) Give 2 advantages of globalization to host country.
- iii) Mention any two export promotion schemes.
- iv) Which organization has replaced GATT?
- v) What is meant by regional sourcing?

D) Fill in the blanks. [5]

- i) WTO has headquarters at _____.
- ii) GATT stands for _____.
- iii) BOP means _____.
- iv) Michel porter proposed _____ number of forces.
- v) _____ rate balances the risks of fixed and flexile rates.

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

- a) Define international business. Explain the approaches to internationalisation
- b) Explain in detail Michael Porters theory of international trade.
- c) Explain the role of MNC in international trade.
- d) Explain the objectives and functions of regional trading agreements.
- e) Explain the documentation in EXIM.

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

- a) Balance of trade
- b) Foreign direct investments
- c) Global sourcing
- d) India's foreign trade since 2000
- e) Export promotion schemes
- f) Fixed flexible and managed rates

