

Fifth Semester B.B.M. Degree Examination, March/April 2021

(CBCS Scheme)

Management

Paper 5.2 - INTERNATIONAL BUSINESS ENVIRONMENT

Time: 3 Hours] [Max. Marks: 90

Instructions to Candidates:

Answers should be written completely in English.

#### SECTION A

1. Answer any TEN sub-questions. Each sub-question carries 2 marks:

- (a) Define International Business.
- (b) What is Policentric approach?
- (c) Give meaning of multinational company.
- (d) What is totalitarianism?
- (e) What is technology?
- (f) Expand:
  - (i) TTCIL
  - (ii) IIP
- (g) Define globalization.
- (h) Mention any two objectives of GATT.
- (i) What is International Licensing?
- (j) What is pre-shipment?
- (k) What is Direct Exporting?
- (l) What is BPOP

#### SECTION-B

Answer any FIVE questions from the following. Each question carries 5 marks:

2. Briefly explain the problems of International Business.

3. Explain briefly the functions of EXIM bank.
4. Briefly explain the reasons for emergence of International Business.
5. Explain the role of commodity boards.
6. Briefly explain any five functions of WTO.
7. Explain approaches of International Business.
8. Explain the nature of International Business.

#### SECTION-C

Answer any THREE questions from the following. Each question carries 15 marks:

9. What do you mean by disequilibrium in balance of payment? What are the causes for it? Explain.
10. Explain the process of export.
11. What is MNC? What are the advantages and disadvantages of MNCs?
12. Explain the theories of International Business.
13. What is Export promotion? Explain the functions of different export promotion councils set up in India.