

Following Paper ID and Roll No. to be filled in your Answer Book.

**PAPER ID : 37132**Roll  
No.

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**B. B. A./ I. M. B. A. Examination 2021-22**  
**(Even Semester)**

**INTERNATIONAL BUSINESS MANAGEMENT**

*Time : Three Hours]*

*[Maximum Marks : 60*

**Note :-** Attempt all questions.

**SECTION - A**

1. Attempt all parts of the following : 8 × 1 = 8

- (a) Define international business.
- (b) What are two main external factors which influence international business?
- (c) Define franchising.
- (d) Define organisational structure.
- (e) What is Foreign exchange market?

**[ P. T. O.**