

S.No. : 267

BBA 3602

No. of Printed Pages : 04

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

**PAPER ID : 37132**

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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 :  $8 \times 1 = 8$

- (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.**



- (f) Define labour market.
- (g) What is a forward market and spot market?
- (h) What is ADR and GDR?

### SECTION – B

2. Attempt any two parts of the following :  $2 \times 6 = 12$
- (a) How does international business affects economy of the nation?
  - (b) What are advantages and disadvantages of franchising and licensing?
  - (c) How do labour market differences affect international business for any firm?
  - (d) How is the foreign exchange rate determined?

### SECTION – C

**Note:-** Attempt all questions Attempt any two parts from each questions.  $8 \times 5 = 40$

3. (a) What is scope of international business management?



- (b) Explain in brief different types of external influences in international business.
- (c) What are advantages and disadvantages of globalisation?
- 4. (a) Explain the area based organisational structure and write about its advantages and disadvantages.
- (b) What is exporting? What are different types of exporting strategy and what are their advantages?
- (c) What is a joint venture and what are its advantages and disadvantages?
- 5. (a) What are the characteristics and qualifications of an international business manager?
- (b) Explain ethnocentric, Geocentric, Regiocentric global staffing approaches.
- (c) What are the components of compensation of international business manager?
- 6. (a) Define balance of payment and what explain its components?

- (b) Explain clearly the fixed and floating exchange rate systems.
- (c) Why do different companies or nations form global business alliances? What do they gain from this?

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