

Total No. of Questions : 3]

SEAT No. :

PB-1422

[Total No. of Pages : 3

[6225]-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 indicate full marks.*

Q1) A) Multiple choice questions : [5]

- i) Which of the following is a key motive for companies to engage in international business?
 - a) Cultural preservation
 - b) Market expansion
 - c) Domestic monopolization
 - d) Political isolation
- ii) What is the primary purpose of a multinational corporation (MNC)?
 - a) To dominate domestic markets
 - b) To promote cultural homogenization
 - c) To operate in multiple countries
 - d) To restrict competition within borders
- iii) The _____ company produces, markets, invests and operates only in two to three countries.
 - a) Domestic
 - b) International
 - c) Transnational
 - d) None of the above
- iv) What is the main function of the World Trade Organization (WTO)?
 - a) To facilitate global environmental regulations
 - b) To regulate international labor standards
 - c) To oversee and regulate international trade agreements
 - d) To promote unilateral trade sanctions

P.T.O.

- B) Match the pairs :  [5]

C) Answer in one sentence : [5]

- D) Fill in the blanks : [5]

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Q2) Long answer questions (Attempt any 3 out of 5) :

[30]

- a) Define international business. Explain advantages and challenges of globalization.
- b) Explain in detail importance of cultural and demographic environment in international business.
- c) Define exchange rates and explain the various types of exchange rates.
- d) Explain the establishment objectives and functions of world bank.
- e) Explain the Heksher Ohlins theory of international trade along with assumptions and criticism.

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

[20]

- a) Global sourcing.
- b) Regional integration.
- c) Role of MNCs in international business.
- d) IMF.
- e) Franchising.
- f) SAARC.

