

**BACHELOR OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
INTERNATIONAL BUSINESS
BBA – 402**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. The headquarters of the International Monetary Fund is located at _____.
 - a. Geneva
 - b. London
 - c. Paris
 - d. Washington DC
2. Outsourcing a part of or entire production and concentrating on marketing operations in international business is known as
 - a. Licensing
 - b. Contract manufacturing
 - c. Franchising
 - d. Joint venture
3. Which of the following is not an Indian Multinational company?
 - a. Hindustan Unilever
 - b. Wipro
 - c. Asian Paints
 - d. Piramal
4. Which one of the following modes of entry requires higher level of risks?
 - a. Licensing
 - b. Franchising
 - c. Contract manufacturing
 - d. Joint venture
5. Market in which currencies buy and sell and their prices settle on is called the
 - a. International bond market
 - b. International capital market
 - c. Foreign exchange market
 - d. Eurocurrency market
6. The abbreviation SDR stands for _____.
 - a. Special Drawing Rights
 - b. Specific Drawing Rights
 - c. Special Depository Rules
 - d. Specific Depository Rules
7. India is not associated with
 - a. SAARC
 - b. NAFTA
 - c. BRICS
 - d. None of the above
8. Which one is not international Institution?
 - a. IMF
 - b. IDA
 - c. IBRD
 - d. TRAI
9. Balance of Payment can be made favourable if
 - a. Exports are increased
 - b. Imports are increased
 - c. Devaluation of money
 - d. Both a & c

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. Discuss the various modes of entry to International Business. 10
2. What do you mean by International Business? Briefly analyse the significance of regional integration of ASEAN and SAARC in international business. 2+8=10
3. Briefly explain the various factors that have an influence on the exchange rate in the foreign exchange market. 10
4. Briefly discuss about Exchange dealings and currency possession. Highlight the various foreign exchange risks in international business. 5+5=10
5. Briefly discuss any three theories of Foreign Investment. Discuss any three barriers of foreign investment flows and ecological issues in recent development of international business. 6+2+2=10
6. How UNO, World Bank and WTO provide institutional support for international business globally? Discuss. 10
7. Discuss the various factors that affect exchange rates in foreign exchange market. Explain the role of FEMA in exchange market as well as international business. 4+6=10
8. Write short notes on: 5+5=10
 - a) Importance and types of International Technology Transfer.
 - b) Role of European Union in international business.

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