REV-01 BBA/44/50

BACHELOR OF BUSINESS ADMINISTRATION FOURTH SEMESTER INTERNATIONAL BUSINESS



	BBA –	402		
	[USE OMR SHEET FOR	O	BJECTIVE PART]	
Dui	ration: 3 hrs.	•)	Full Marks: 70
Tin	ne: 30 mins.	IV	<u>E</u>]	Marks: 20
Cl	hoose the correct answer from the follo	wir	ıg:	1×20=20
1.	The headquarters of the International Mone a. Geneva c. Paris	b.	Fund is located at London Washington DC	
2.	Outsourcing a part of or entire production a in international business is known as a. Licensing c. Franchising	b.	concentrating on marke Contract manufacturing Joint venture	
3.	Which of the following is not an Indian Mu a. Hindustan Unilever c. Asian Paints	b.	ntional company? Wipro Piramal	
4.	Which one of the following modes of entry a. Licensing c. Contract manufacturing	b.	uires higher level of risk: Franchising Joint venture	s?
5.	Market in which currencies buy and sell and a. International bond market c. Foreign exchange market	b.	eir prices settle on is call International capital ma Eurocurrency market	
6.	The abbreviation SDR stands for a. Special Drawing Rights c. Special Depository Rules		Specific Drawing Right Specific Depository Ru	
7.	India is not associated with a. SAARC c. BRICS		NAFTA None of the above	
8.	Which one is not international Institution? a. IMFc. IBRD		IDA TRAI	
9.	Balance of Payment can be made favourable a. Exports are increased c. Devaluation of money	b.	Imports are increased Both a & c	

10.	Which of the following is true about the Boa a. They meet once in a year		They may vote by mail except general
	c. They are elected annually	d.	meeting Both a & b
11.	Each member of IMF, is assigned a quota ex a. Member country's currency c. Special Drawing Rights	b.	ssed in Dollar None of the above
12.	Which of the following is not an Internationa. ICICI c. IDA	b.	inancial Institution? IMF World Bank
13.	Out of the following, one is not related to W a. TRIPS c. TRIMS	b.	TRAI Ministerial conference
14.	Which one is not the form of FDI?a. Purchase of existing assets in foreign currency.c. Making an investment in mutual funds		New Investment in Property, plant, and equipment. Transfer of many types of asset
15.	 Which one is not on the objective of IMF? a. To promote international monetary cooperations c. To finance productive efforts according to peacetime requirements right 		To ensure balanced international trade To ensure exchange rate stability
16.	 IBRD stands for a. International Board for Research and Development c. International Bank for Research Development 		International Bank for Reconstruction and Development International Barrier For Reconstruction and Development
17.	Ultimately was replaced by the a. GATS, WTO c. WTO, GATT	b.	on 1st Jan 1995. GATT, WTO IMF, GATT
18.	is the application of knowledge which in Technology Society	b.	efines the boundaries of global business Cultural Values Economy
19.	Globalization refers to a. Lower incomes worldwide	b.	A more integrated and interdependent world
	c. Less foreign trade and investment	d.	Global warming and their effects
20.	Which one is the king of the exchange rate? a. Fixed Exchange Rate c. Both a & b		Flexible Exchange Rate None of the above

[2] USTM/COE/R-01

$\left(\underline{\text{Descriptive}}\right)$

Time: 2 Hr. 30 Mins.			
	[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: a) Importance and types of International Technology Transfer. b) Role of European Union in international business. 	5+5=10	

[3]