

**BACHELOR OF BUSINESS ADMINISTRATION
FOURTH SEMESTER (REPEAT)
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. In which of the following modes of entry, does the domestic manufacturer give the right to use intellectual property such as patent and trademark to a manufacturer in a foreign country for a fee?
 - a. Licensing
 - b. Contract manufacturing
 - c. Joint venture
 - d. None of these
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. When two or more firms come together to create a new business entity that is legally separate and distinct from its parents it is known as:
 - a. Contract manufacturing
 - b. Franchising
 - c. Joint ventures
 - d. Licensing
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. Which is not an Indian Multinational Company?
 - a. Unilever
 - b. Asian Paints
 - c. Piramal
 - d. Wipro
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
10. Which of the following is true about the Board of Governors of IMF?
 a. They meet once in a year
 b. They may vote by mail except general meeting
 c. They are elected annually
 d. Both a & b
11. Each member of IMF, is assigned a quota expressed in.....
 a. Member country's currency
 b. Dollar
 c. Special Drawing Rights
 d. None of the above
12. Which of the following is not an International Financial Institution?
 a. ICICI
 b. IMF
 c. IDA
 d. World Bank
13. Out of the following, one is not related to WTO:
 a. TRIPS
 b. TRAI
 c. TRIMS
 d. Ministerial conference
14. Which one is not the form of FDI?
 a. Purchase of existing assets in foreign currency.
 b. New Investment in Property, plant, and equipment.
 c. Making an investment in mutual funds
 d. Transfer of many types of asset
15. Which one is not on the objective of IMF?
 a. To promote international monetary co-operations
 b. To ensure balanced international trade
 c. To finance productive efforts according to peacetime requirements right
 d. To ensure exchange rate stability
16. IBRD stands for.....
 a. International Board for Research and Development
 b. international Bank for Reconstruction and Development
 c. International Bank for Research and Development
 d. International Barrier For Reconstruction and Development
17. Ultimately.....was replaced by the.....on 1st Jan 1995.
 a. GATS, WTO
 b. GATT, WTO
 c. WTO, GATT
 d. IMF, GATT

18.is the application of knowledge which redefines the boundaries of global business.
- a. Technology
 - b. Cultural Values
 - c. Society
 - d. 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
 - b. Flexible Exchange Rate
 - c. Both a & b
 - d. None of the above

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(Descriptive)

Time : 2 hr. 30 mins.

Marks : 50

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

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| 1. Critically analyse the significance of regional integration of ASEAN and SAARC in international business. | 10 |
| 2. What do you mean by International Business? Briefly discuss the various modes of entry into International Business. | 2+8=10 |
| 3. Discuss various factors and their role in defining host and home country relations in Multinational Corporations. | 10 |
| 4. What are Exchange rates and Exchange rate quotes? Discuss about different participants and their role in foreign Exchange market. | 2+8=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 |

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