



K19U 0163

Reg. No. :

Name :

VI Semester B.B.A./B.B.A.(TTM)/B.B.A.(RTM) Degree
(CBCSS – Reg./Supple./Improv.) Examination, April 2019
(2014 Admission Onwards)

Core Course

6B18 BBA/BBA(TTM)/BBA(RTM) : INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 40

PART – A

Answer the 4 questions. **Each** question carries ½ mark.

1. The simplest way to enter a foreign market is through
 - a) Contract manufacturing
 - b) Exporting
 - c) Direct investment
 - d) Joint venturing
 2. Which one of the following is not a part of institutions under Bretton Woods system ?
 - a) BIS
 - b) IDA
 - c) IBRD
 - d) IMF
 3. The price of one country's currency in terms of another is _____.
 4. NAFTA stands for _____.
- (4x½=2)

PART – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What is specific duty ?
 6. What are turnkey contracts ?
 7. What are strategic alliances ?
 8. What is foreign exchange market ?
 9. What is portfolio investment ?
 10. What do you mean by counter trade ?
- (4x1=4)

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What are the effects of globalisation ?
12. Compare and contrast international business with domestic business.
13. What are the main objectives of imposing trade barriers ?
14. What are the modes of entry into inter national business ?
15. Explain briefly about World Bank.
16. What are the different types of foreign investment ?
17. What are the special problems in international marketing ?
18. What are the objectives of ASEAN ? (6×3=18)

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain briefly about various export documents.
 20. Give a brief account of measures adopted by Government of India to promote export.
 21. Explain briefly about balance of payments with its components. (2×8=16)
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