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No. of Printed Pages : 2



GS-526

VI Semester B.B.A. Examination, May/June 2019

BUSINESS ADMINISTRATION

6.1 : INTERNATIONAL BUSINESS

(CBCS) (F+R) (2016-17 and Onwards)

Time : 3 Hours

Max. Marks : 70

Instruction : *All answers should be written in English only.*

SECTION - A

1. Answer **any five** of the following sub-questions, carrying **two** marks each. **5x2=10**
- (a) What is Shipping Bill ?
 - (b) Expand the following : FDI, EXIM, MNC and TNC.
 - (c) Name any 4 Indian MNC's.
 - (d) State the two features of globalization.
 - (e) Give the meaning of takeovers.
 - (f) Define the term Marketing Research.
 - (g) What is geocentric approach ?

SECTION - B

- Answer **any three** of the following questions, carrying **six** marks each. **3x6=18**
- 2. Explain the documents of Export Trade.
 - 3. What are the merits and demerits of FDI ?

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4. Discuss the process of globalisation.
5. Explain the various objectives of Export-Import Bank of India.
6. Explain the ethnocentric approach of international business.

SECTION - C

Answer **any three** of the following questions, carrying **fourteen** marks each.

3x14=42

7. Explain the various steps of Export Trade.
8. Explain the types of franchise.
9. Explain the role of MNC's in India.
10. Discuss the procedure of Import Trade.
11. Explain various stages of international product life cycle.