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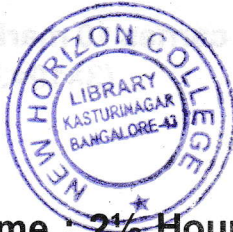
VI Semester B.B.A. Degree Examination, May/June - 2025

(NEP Scheme)

BUSINESS ADMINISTRATION

International Business

Paper : 6.3



Time : 2½ Hours

Maximum Marks : 60

Instructions :*Answers should be written Completely in English.***SECTION - A****Answer any Five of the following questions. Each question carries 2 marks.****(5×2=10)**

1. a) What is Tariff?
- b) Name any two Indian MNC's.
- c) What is technology transfer?
- d) Expand : BRICS, GATS.
- e) What is global manufacturing strategies?
- f) What is business environment?
- g) What is staffing policy?

SECTION - B**Answer any Three of the following questions. Each question carries 4 marks.****(3×4=12)**

2. Distinguish between domestic business and international business.
3. List out the functions of WTO?
4. Briefly explain the political factors influencing international business.
5. What is global sourcing? Why company use global sourcing?
6. State the essential conditions favouring globalisation.

[P.T.O.]

**SECTION - C**

Answer any Three of the following questions. Each question carries 10 marks.
(3×10=30)

7. Explain the tariff and non - tariff barriers to international business.
8. Discuss the determinants of international staffing policy.
9. Explain the uncontrollable factors of international business environment.
10. Analyse the objectives and functions of SAARC.
11. Explain the merits and demerits of TNC's.

SECTION - D

Answer any One of the following questions. Each question carries 8 marks.
(1×8=8)

12. a) Nestle, headquartered in Switzerland, is the world's largest food and beverage company. Operating in nearly 190 countries, with a vast portfolio including nescafe, Maggi, Kitkat and Nestle pure life. It is a prime ex : of TNC.

Nestle follows a strategy of "Think Global, Act Local".

Imagine Nestle wants to launch a new healthy snack in a developing country what factors should it consider to ensure both profitability and cultural fit.

(OR)

- b) Explain the modes of entry into international business.