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DCBB603

VI Semester B.B.A. Degree Examination, June/July - 2026
(NEP Scheme Freshers and Repeaters)
BUSINESS ADMINISTRATION
International Business
Paper : 6.3

NEW HORIZON COLLEGE LIBRARY KASTURINAGAR BANGALORE-43

Time : 2½ Hours **Maximum Marks : 60**

Instructions :

Answers should be written in English only.

SECTION - A

Answer any Five sub-questions. Each sub-question carries 2 marks. **(5×2=10)**

1. a) Define International Business.
   b) What is a tariff barrier?
   c) State any two features of globalization.
   d) Expand the WTO and SAARC.
   e) What is international logistics?
   f) State the meaning of franchising.
   g) What is repatriation?

SECTION - B

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

2. Explain the importance of International Business.
3. Describe the internal business environment.
4. Explain the issues involved in technology transfer.
5. State the objectives of the WTO.
6. Explain global sourcing.

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SECTION - C

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

7. Explain various modes of entry into International Business.

8. Discuss the different external environmental factors affecting International Business.

9. Explain the challenges to Globalization.

10. Describe the functions of the IMF and GATT.

11. Explain the determinants of international staffing policy.

SECTION - D

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

12. a) An Indian Government Company wants to expand its business to European countries. The management is considering two options .Exporting garments directly from India or entering into a joint venture with a foreign company. The company expects better profits but is worried about tariff barriers and Market competition .

    i) Suggest the most suitable mode of entry with reasons

    ii) Compare their advantages and disadvantages

    b) Explain the Essential conditions favouring Globalization.
