
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



Programme Name-BBA-Second Semester

Programme Code-BBA -12

Course Name- Fundamentals of International business

Course Code- BBA 602

Maximum Marks-40

Session -2015-16, Summer

Last Date of Submission: 15 May, 2016

Section-A

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Merits of International trade.
2. Balance of payment
3. Foreign exchange rate risk.
4. Functions of WTO.
5. Objectives of World Bank.
6. Obstacles to globalization of Indian companies.
7. Price-market relationship.
8. Challenges faced by international business.

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answers 02 questions only.

1. Discuss the factors that are responsible for the better trade relationship and cooperation between India and China.
2. What is business environment? Explain the different factors of international business environment.
3. Write a note on mergers and acquisitions and also discuss the motives behind mergers and acquisitions.
4. Why do business firms of a country go to other countries? Discuss the different modes of entry to International business.