
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



Programme Name-BBA-Sixth Semester

Programme Code-BBA -12

Course Name- Fundamentals of International business

Course Code- BBA 602

Maximum Marks-40

Session -2016-17, Summer

Last Date of Submission: 31st May, 2017

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. Major Challenges of IB
2. Balance of payment
3. Foreign exchange rate risk.
4. Role of IMF
5. Theory of Absolute Advantage
6. Strategic alliances in International Business.
7. Strategic Orientation of MNCs
8. International Logistics Decisions.

Section-B

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

1. How does domestic business differ from international business? Do you think that the effects of going international have been favorable on Indian economy?
2. Discuss the various components of International Business Environment.
3. Discuss the various modes of entering into international markets.
4. Explain the basic methods of international payments. Also explain the Brand Drivers in International Markets.