



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**SIXTH SEMESTER – APRIL 2022**

**16/17UBU6MC04 – INTERNATIONAL BUSINESS MANAGEMENT**

Date: 22-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**PART – A**

**Q. No** **Answer ALL questions** **(10 x 2 = 20 Marks)**

1. What is the difference between export and import?
2. State any two functions of the International Trading Environment.
3. Point out any two features of SAARC.
4. How does IDA help the under-developed countries?
5. Is environment analysis important in International Business?
6. Define International Business.
7. Write a short note on International Economic Environment.
8. List out any two objectives of BRICS.
9. Mention any two benefits of FDI.
10. What is International Marketing?

**PART – B**

**Answer any FOUR questions** **(4 x 10 = 40 Marks)**

11. Discuss the facts about International Political Environment.
12. Write a short note on a) Joint Ventures and b) Turnkey Projects.
13. Describe the modes of International Business.
14. Describe the Vision and Mission of ASEAN.
15. State the benefits of International HRM.
16. Write short notes on a) GATT and b) WTO.
17. Discuss the roles and responsibilities of the World bank.

**PART – C**

**Answer any TWO questions** **(2 x 20 = 40 Marks)**

18. Elaborately discuss the advantages and disadvantages of Globalization.
19. Explain Heckscher-Ohlin Theory of International Trade.
20. Discuss briefly the specialized international market entry strategies.
21. Briefly explain the steps involved in international product policies and decisions.

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