LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

SIXTH SEMESTER – **APRIL 2022**

UBU 6503 – INTERNATIONAL BUSINESS MANAGEMENT

Date: 20-06-2022 Dept. No. Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

Part – A

Answer **ALL** Questions: **(10*2 = 20 Marks)**

1. Define International Business.
2. Write a note on International Business Environment.
3. What is International Trade?
4. Expand BRICS.
5. Define FDI.
6. List any two objectives of World Bank
7. Write a note on Market segmentation.
8. Expand FEMA.
9. What do you mean by SEZ?
10. What is Negotiation?

Part – B

Answer any **FOUR** Questions: **(4*10 = 40 Marks)**

11. Explain the important factors causing Globalisation of Business.
12. Discuss the functions of TRIMS.
13. Describe types of FDI.
14. What are the challenges in International Product Development? Explain.
15. Explain the factors determining the exchange rate.
16. Discuss the Ethical issues in International Business.
17. Write an essay about Global Portfolio Management.

Part – C

Answer any **TWO** Questions: **(2*20 = 40 Marks)**

18. Elaborate the various factors affecting the globalisation of business.
19. Discuss in detail Ohlin Theory.
20. Explain the various quality considerations to be taken into account for the Globalisation of Market.
21. Discuss the future trends in International Business.

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