LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034



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

SIXTH SEMESTER - APRIL 2025

UBU 6503 - INTERNATIONAL BUSINESS MANAGEMENT

Date: 30-04-2025	Dept. No.	Max. : 100 Marks
Time: 09:00 AM - 12:00 PM		

		SECTION A -	· K1 (CO1)				
	Answer ALL the Questions			$(10 \times 1 = 10)$			
1.	Match the following						
a)	Globalization - Manila						
b)	BRICS - 2005						
c)	Asian Development Bank - Integration of World economies						
d)	FEMA - Manage foreign exchange transactions						
e)	SEZ - 2009						
2.	MCQ						
a)	What is the meaning of Political Eco	onomy?					
	a) Study of Politics only		b) Study o	of Economics only			
	c) Study of how Politics and Econon	nics are interconnec	ted d)Study of	f International Trade			
b)	When was SAPTA signed?						
	a)1993 b)1994	c)1995	d)1996				
c)	Where is the headquarters of the IMI	F located?					
	a)Washington DC b)	Geneva	c) Switzerland	d)New York			
d)	What does LC stand for in internation	nal trade?					
	a)Legal Credit b)Letter o	f Credit	c)Line of Credit	d)Loan of Credit			
e)	Which country first introduced the E	PZ concept?					
	a)India b)China	c)Puerto Rico	d)Russia				
	SECTION A - K2 (CO1)						
	Answer ALL the Questions $(10 \times 1 = 1)$						
3.	Answer the following						
a)	What is EPRG?						
b)	What is ASEAN?						
c)	Write any two objectives of FDI.						
d)	Define International Marketing.						
e)	What is MFN?						
4.	True or False						
a)	Globalization has no impact on the global economy.						
b)	Heckscher– Ohlin Theory is based on factor endowment.						
c)	Foreign Direct Investment promotes globalization.						
d)	The government directly fixes the floating exchange rate.						
e)	E-commerce has no role in international business trends.						
	S	SECTION B - K3 (CO2)				
Ans	swer any TWO of the following in 10	00 words each.	•	$(2 \times 10 = 20)$			
5.	Discuss the advantages and disadvantages of Globalization.						
	Explain Absolute Advantage Theory with examples.						

7.	Explain the common methods of Foreign Direct Investment.					
8.	Describe the functions of International Monetary System.					
	SECTION C – K4 (CO3)					
Answer any TWO of the following in 100 words each. $(2 \times 10 = 20)$						
9.	Discuss the key objectives of India's Foreign Trade Policy.					
10.	Bring out the challenges involved in International Business environment.					
11.	Discuss the various modes of entry into International Business.					
12.	State the difference in Balance of Payments and Balance of Trade.					
	SECTION D – K5 (CO4)					
Ans	Answer any ONE of the following in 250 words (1 x 20 = 2					
13.	Explain the future trends in International Business.					
14.	Discuss the Political Factors that affect International Business.					
	SECTION E – K6 (CO5)					
Ans	wer any ONE of the following in 250 words $(1 \times 20 = 20)$					
15.	Explain the functions of WTO.					
16.	International business is about bringing out the change in the world. Analyse your thoughts and ideas					
	in bringing global peace and development.					

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