



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

SIXTH SEMESTER – NOVEMBER 2023

UBU 6503 – INTERNATIONAL BUSINESS MANAGEMENT

Date: 07-11-2023

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 are the features of Globalization?
2	Define “International Business Environment”.
3	What is meant by international trade?
4	Expand “NAFTA”.
5	Write the objectives of IMF.
6	Define “FDI”.
7	Write a short note on Market segmentation.
8	What are the objectives of FEMA?
9	What is SEZ?
10	What do you mean by Negotiation?

PART – B

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

11	Explain the advantages and disadvantages of international business.
12	Elucidate the different international marketing orientations with examples.
13	Compare and Contrast absolute advantage theory and comparative advantage theory.
14	Discuss the objectives and functions of GATT.
15	Describe the types of FDI with examples.
16	Distinguish between Balance of Payments and Balance of Trade.
17	Explain the objectives of foreign trade policy in India.

PART – C

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

18	Describe the various dimensions of globalization in international business.
19	Explain the methods and its benefits of Foreign Direct Investment.
20	Illustrate the International Business Entry Modes.
21	Elucidate the Negotiations Strategies with illustrations.

#####