



K18U 0162

Reg. No. : .....

Name : .....

VI Semester B.B.A./B.B.A. (TTM)/B.B.A. (RTM) Degree (CBCSS – Reg./  
Supple./Imp.) Examination, May 2018  
Core Course  
6B18BBA/BBA (TTM)/BBA (RTM) : INTERNATIONAL BUSINESS  
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries ½ mark.

1. Ultimately \_\_\_\_\_ was replaced by the \_\_\_\_\_ on 1<sup>st</sup> Jan. 1995.
2. IMF was organised in \_\_\_\_\_
3. \_\_\_\_\_ is popularly known as 'Paper Gold'.
4. \_\_\_\_\_ is also known as International Bank for reconstruction and development. (½×4=2)

SECTION – B

Answer **any four** questions. **Each** carries 1 mark.

5. Expand NAFTA.
6. What do you mean by an MNC ?
7. What are non-tariff barriers ?
8. What is BOP ?
9. What is foreign investment ?
10. Define international business. (1×4=4)

SECTION – C

Answer **any six** questions. **Each** question carries 3 marks.

11. Differentiate between international business and domestic business.
12. What are the main objectives of WTO ?

\* P.T.O.



- 13. State the importance of international business.
- 14. What are the advantages of globalization ?
- 15. What are the modes of entry into international business ?
- 16. What are the main objectives of FEMA ?
- 17. Explain different types of foreign investment.
- 18. Explain the nature of international marketing. (3×6=18)

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

- 19. What are the tariff and non-tariff measures to international trade ?
- 20. What are the challenges and opportunities involved in international business ?
- 21. What are the functions of WTO and what are its principles of trading system ? (8×2=16)