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**57553**

**BBA 6th Semester (N. S.) 2014-17**  
**Examination – April, 2019**

**FOUNDATION OF INTERNATIONAL BUSINESS**

Paper : BBAN-603

Time : Three Hours ]

[ Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

*Note* : Attempt compulsory Question No. 1 from Section- A and four questions from Section-B (one question from each Unit). All questions carry equal marks.

**SECTION – A**

1. Write short notes on the following :
  - (a) Types of IB.

- (b) Global Trading.
- (c) Control Methods in IB.
- (d) Foreign Channels.
- (e) Logistical Decisions.
- (f) Compensation Decisions.
- (g) Cross Cultural Challenges in IB.
- (h) Internationalization of Firms.

**SECTION - B**

**UNIT - I**

2. Discuss the motives and importance of International Business.

**OR**

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Write an overview of Global Trading and Financial Systems.

**UNIT - II**

3. Discuss the factors of Country Evaluation and selection for International Business.

**OR**

What are the various modes of foreign market entry ?

**UNIT - III**

4. Explain the various approaches to International Pricing.

**OR**

Discuss the importance and types of brands for Foreign Markets.

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P. T. O.

**UNIT - IV**

- 5.** Discuss the basic techniques and their importance of risk management in International Business.

**OR**

Explain the different approaches of selecting staff and compensation decisions in International Firms.

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