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Reg. No.

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VI Semester B.B.A. Degree Examination, August/September - 2023

BUSINESS ADMINISTRATION

International Business

(CBCS Scheme F + R)

Paper : 6.3

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates :

All answers should be written in English only.

SECTION - AAnswer any **FIVE** sub-questions. Each sub-questions carries 2 marks.

(5×2=10)

1. a) What is shipping bill?
- b) Expand the following FDI, EXIM
- c) What is importing?
- d) Give the meaning of globalization.
- e) What is a letter of credit ?
- f) What do you understand by franchising ?
- g) Give the meaning of takeovers.

**SECTION - B**Answer any **THREE** questions. Each question carries 5 marks.

(3×5=15)

2. List out any Three merits and demerits of FDI.
3. Discuss briefly the stages of import procedures.
4. Explain the various features of marketing research.
5. Write briefly the importance of international business.

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SECTION - C

Answer any **THREE** questions. Each question carries **15** marks.

(3×15=45)

6. Explain the measures to correct the disequilibrium in the Balance of Payments (BOP)
 7. Explain the various stages of international product life cycle.
 8. Explain the advantages of MNCs to home country and host country.
 9. Discuss various modes of entry into international business.
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