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**PRESIDENCY
UNIVERSITY
BENGALURU**

School of Management

Mid - Term Examinations - November 2024

Semester: III

Date: 5-11-2024

Course Code: BBA3071

Time: 02:00pm – 03:30pm

Course Name: International Business

Max Marks: 50

Program: BBA

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

2Mx5Q=10M

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|---|--|---------|----|-----|
| 1 | Define international business. | 2 Marks | L1 | CO1 |
| 2 | Summarize the drivers of globalization. | 2 Marks | L1 | CO1 |
| 3 | List the emerging trends in international business. | 2 Marks | L1 | CO1 |
| 4 | What does the term “demographic environment” refer to in international business? | 2 Marks | L2 | CO2 |
| 5 | Differentiate between FDI and FII. | 2 Marks | L2 | CO2 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|---|--|----------|----|-----|
| 6 | Examine the features of international business with suitable examples. | 10 Marks | L4 | CO1 |
|---|--|----------|----|-----|

Or

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| 7 | Discuss the drivers of globalization and how they impact India. Provide specific examples to illustrate the effects of globalization on various sectors in India, including trade, investment, and employment. | 10 Marks | L6 | CO1 |
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8 Evaluate the different approaches to expanding in international business. Analyze and compare these approaches, discussing how each one influences the organizational structure, decision-making processes within multinational corporations. 10 Marks L5 CO2

Or

9 Analyze the impact of the social and technological environment on international business operations. Provide examples of companies that have successfully adapted to these environments in their global operations. 10 Marks L4 CO2

10 Explain the differences between the classical theories of absolute and comparative advantage focusing on their assumptions and implications for trade. 10 Marks L5 CO1

Or

11 Criticize the Heckscher-Ohlin Theory and its implications for international trade. Discuss the theory's key assumptions, and how it differs from earlier trade theories. 10 Marks L5 CO1

12 Explain the Product Life Cycle (PLC) theory and its stages. Discuss how each stage of the PLC impacts international business strategies such as market entry, pricing, and production. 10 Marks L5 CO2

Or

13 Discuss the Internalization Theory in the context of international business. Explain how this theory helps firms decide whether to expand internationally through foreign direct investment (FDI). 10 Marks L6 CO2