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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 07 – 01- 2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** School of Management-UG | **Program:** BBA | |
| **Course Code:** BBA3071 | **Course Name:** International Business | |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **4** | **26** | **26** | **26** | **18** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level** | **CO** |

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| **1** | Define International Business. | **2 Marks** | **Remember** | **CO1** |
| **2** | Illustrate the features of international business. | **2 Marks** | **Understand** | **CO1** |
| **3** | Define Absolute Advantage as per Adam Smith. | **2 Marks** | **Remember** | **CO2** |
| **4** | State the significance of New Trade Theory in global trade. | **2 Marks** | **Remember** | **CO2** |
| **5** | Differentiate between unilateral and bilateral trade agreements. | **2 Marks** | **Remember** | **CO3** |
| **6** | List the key functions of the International Monetary Fund (IMF). | **2 Marks** | **Remember** | **CO3** |
| **7** | What are the two main components of BOP? | **2 Marks** | **Remember** | **CO4** |
| **8** | Outline two types of Letters of Credit. | **2 Marks** | **Understand** | **CO4** |
| **9** | State any two characteristics of MNCs. | **2 Marks** | **Remember** | **CO5** |
| **10** | What is meant by expatriate management? | **2 Marks** | **Remember** | **CO5** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | | | **Bloom's Level** | **CO** |
| **11** | Differentiate between domestic and international business | **7 Marks** | **Understand** | **CO2** |
|  | **Or** | | | |
| **12** | Examine the various approaches to international business expansion. Compare the approaches, and explain how each approach affects organizational structure, decision-making, and management practices in multinational enterprises. | **7 Marks** | **Understand** | **CO2** |

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| **13** | Discuss Porter’s Diamond Model and its application to international business. Explain each component of the model in detail and provide examples to illustrate how countries use this framework to enhance their competitive advantage in international markets. | **7 Marks** | **Understand** | **CO3** |
|  | **Or** | | | |
| **14** | Explain the OLI Paradigm (Eclectic Theory) in the context of international business. Discuss each component in detail, providing examples to illustrate how multinational enterprises (MNEs) use these factors to determine their foreign investment decisions. | **7 Marks** | **Understand** | **CO3** |

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| **15** | Critically analyze the roles and functions of WTO and World Bank in promoting international trade. | **7 Marks** | **Understand** | **CO4** |
|  | **Or** | | | |
| **16** | Explain the concept of Regional Trade Blocs (RTB) with examples of two major trade blocs. | **7 Marks** | **Understand** | **CO4** |

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| **17** | Critically analyze the trends, processes, and challenges of Cross-Border Mergers and Acquisitions (M&A). Support your answer with real-world examples. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** | | | |
| **18** | Discuss the modes of entry into international business with suitable examples. | **7 Marks** | **Understand** | **CO5** |

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| **19** | Discuss the differences, characteristics, and roles of Domestic Companies, International Companies, MNCs, Global Companies, and TNCs. Provide relevant examples. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** | | | |
| **20** | Analyze the organizational structures and practices adopted by MNCs and TNCs. How do these structures help in managing global operations? | **7 Marks** | **Understand** | **CO5** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level** | **CO** |

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| **21** | 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. | **15 Marks** | **Apply** | **CO2** |
| **22** | 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. | **15 Marks** | **Apply** | **CO3** |
| **23** | Discuss the differences between tariff and non-tariff barriers with suitable examples. | **15 Marks** | **Apply** | **CO4** |
| **24** | Analyze the key documents and procedures involved in exporting goods from India. | **15 Marks** | **Apply** | **CO5** |