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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 09-10-2025

Time: 11.45am to 01.15pm

School: SOM-UG/SOC	Program: BBA, BBA (Aviation Management)	
Course Code: BBA2043	Course Name: International Business	
Semester: III	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	26	24	-	-	-

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 2 marks.

5Q x 2M=10M

1	Explain any two features of international business.	2 Marks	L2	CO1
2	Compare domestic business with international business in two points.	2 Marks	L2	CO1
3	Illustrate with an example how globalization impacts cultural exchange.	2 Marks	L2	CO1
4	Interpret the role of demographic environment in international business.	2 Marks	L2	CO2
5	Outline the main assumptions of absolute advantage.	2 Marks	L2	CO2

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Illustrate the major drivers of globalization with suitable examples.	10 Marks	L2	CO1
Or				
7.	Explain the approaches of International Business with relevant examples.	10 Marks	L2	CO1

8.	Show how social and cultural environments can create opportunities and challenges for businesses.	10 Marks	L2	C01
Or				
9.	Interpret the relationship between globalization and technological advancement.	10 Marks	L2	C01

10.	Apply Adam Smith's Absolute Advantage theory to explain why two countries with different productivity levels still benefit from trade.	10 Marks	L3	C02
Or				
11.	Demonstrate how the Mercantilist approach would influence modern trade policies of a protectionist government.	10 Marks	L3	C02

12.	Apply the OLI Eclectic Paradigm to explain why a multinational firm chooses foreign direct investment instead of exporting.	10 Marks	L3	C02
Or				
13.	Develop an application of the Internationalization theory to explain how startups gradually expand into global markets.	10 Marks	L3	C02