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PRESIDENCY UNIVERSITY
BENGALURU

End - Term Examinations – December 2025

Date: 16 – 12- 2025

Time: 09:30am – 12:30pm

School: SOC/SOM (UG)	Program: BBA, BBA (AVIATION MANAGEMENT)	
Course Code : BBA2043	Course Name: International Business	
Semester: III	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04
Marks	26	26	11	37

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.

10Q x 2M=20M

1.	Explain the importance of the political environment in global trade.	2 Marks	L2	C01
2.	Outline the emerging trends that influence the future of international business.	2 Marks	L2	C01
3.	Compare the theories of Absolute Advantage and Comparative Advantage.	2 Marks	L2	C02
4.	Explain the basic idea of Mercantilism in classical trade theory.	2 Marks	L2	C02
5.	Interpret how India's trade policies relate to its participation in global trade organizations.	2 Marks	L2	C03
6.	Illustrate the role of WTO in promoting global trade liberalization.	2 Marks	L2	C03
7.	Classify the different modes of entry in international business.	2 Marks	L2	C04
8.	Outline the main components of the Balance of Payments.	2 Marks	L2	C04
9.	Summarize the key differences between FDI and FPI.	2 Marks	L2	C04
10.	Illustrate how cross-border Mergers and Acquisitions impact global trade.	2 Marks	L2	C04

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Demonstrate how firms enhance competitiveness by using globalization drivers from real-world examples.	07 Marks	L3	C01
Or				
12.	Identify how innovation and technology drive growth in international business that creates impact.	07 Marks	L3	C01
13.	Apply the theory of Comparative Advantage to a real-world trade relationship between two developing countries.	07 Marks	L3	C02
Or				
14.	Utilize the Heckscher–Ohlin and New Trade Theories to illustrate trade patterns between to specific nations.	07 Marks	L3	C02
15.	Apply the concept of trade barriers to analyze how they influence the export performance of developing countries.	07 Marks	L3	C03
Or				
16.	Organise a framework explaining the various forms of regional economic integration based on their levels of economic cooperation.	07 Marks	L3	C03
17.	Apply the concept of entry modes to determine the most suitable market strategy for an Indian company expanding overseas.	07 Marks	L3	C04
Or				
18.	Develop a visual model showing the components of BOP and how they influence a country's trade position.	07 Marks	L3	C04
19.	Utilize a framework to solve challenges faced by foreign investors entering developing countries.	07 Marks	L3	C04
Or				
20.	Choose the major factors influencing FDI inflows and plan initiatives to attract them.	07 Marks	L3	C04

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	Critically assess the relationships between cultural diversity, communication, and leadership in international business and recommend strategies to improve cross-cultural management and decision-making effectiveness.	15 Marks	L5	C01
22.	Assess the importance of Porter's Diamond Model in determining a nation's competitiveness, compare its implications with Heckscher–Ohlin Theory, and recommend improvements for emerging economies.	15 Marks	L5	C02

23.	Analyze the relationships among tariffs, quotas, <i>and</i> non-tariff barriers and determine how each form of protectionism influences the global balance of trade and market competitiveness.	15 Marks	L4	CO3
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24.	Examine the interconnections among FDI, FPI, and BOP, and inspect how variations in investment patterns affect a country's economic development and stability in the global market.	15 Marks	L4	CO4
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25.	<p>NexaTech Electronics Ltd., a domestic smartphone manufacturer, has achieved strong sales in India and Africa. To compete globally, NexaTech entered a cross-border merger with a South Korean component manufacturer to access advanced technology and new markets. After the merger, NexaTech restructured its operations into global divisions and established R&D centers in three countries. It now operates as a transnational corporation (TNC) with shared management and production responsibilities across borders. However, integrating diverse corporate cultures, legal systems, and regulatory frameworks has become a challenge. The company aims to achieve the efficiency of a global firm while maintaining the local responsiveness of a multinational. Management is currently reviewing strategies to strengthen its global governance model.</p> <p>a) Differentiate between Domestic, International, MNC, Global, and TNC companies with suitable examples.</p> <p>b) Analyze the strategic significance of cross-border mergers and acquisitions in NexaTech's globalization journey.</p> <p>c) Identify the challenges of managing a transnational corporation and suggest methods to overcome them.</p>	15 Marks	L4	CO4
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