



ID NO.	
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PRESIDENCY UNIVERSITY, BENGALURU

SCHOOL OF LAW

Weightage: 40 %

Max Marks: 40

Max Time: 3 Hrs.

11th May 2018, Friday

END TERM FINAL EXAMINATION MAY 2018

Even Semester 2017-18 Course: **BBL 201 INTERNATIONAL BUSINESS** II Sem. BBA Law

Instruction:

- (i) Read the question properly and answer accordingly.
- (ii) Question paper consists of 3 parts.

Part A

(5 Q x 3 M = 15 Marks)

1. What are the different modes of entry for an organization undertaking FDI activity?
2. What are the objectives and functions of I.M.F and I.B.R.D?
3. What are the different forms of economic Integration? BENELUX and CACM belong to which economic integration?
4. What are the two most significant outcomes of Bretton Woods Conference (1944)?
5. What are the elements of a successful marketing mix (14Ps) in International Business?

Part B

(3 Q x 5 M = 15 Marks)

6. What are the basic principles of GATT? How is it different from WTO in relation to Service and IPR?
7. Explain the role of BCG Matrix in the strategic decision-making process in International Business.
8. Explain the various phases of International Marketing? How can economic environment factors affect this marketing plan?

Part C

(1Q x 10 M = 10 Marks)

9. A Bangalore based organization has developed a personal computer costing less than US\$120. The key element in the success of the PC in the market is its technology. The newly developed computer has a lot of demand in Southeast Asia. As the head of the international business division of the organization, critically examine various options available with the organization to expand its operation overseas and suggest the most suitable one for your logic.

ID NO.



PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF LAW

Weightage: 30 %

Max Marks: 30

Max Time: 2 HRS.

1st Mar, Thursday 2018

MID TERM EXAMINATION

SET B

Even Semester 2017-18 Course: **BBL 201 INTERNATIONAL BUSINESS**

II Sem.

Instruction:

- (i) Read the question properly and answer accordingly.
- (ii) Question paper consists of 3 parts.

Part A

(3 Q x 4 M = 12 Marks)

1. What is PEST analysis? Why it is important in International Business?
2. What is International Business? Is it different from conducting business in the home country? Discuss with a suitable example from Industry.
3. Differentiate between Green Field and turn- key operation? In FDI, which strategic movement you will select? Why?

Part B

(2 Q x 5 M = 10 Marks)

4. "International business is more complex, and works in greater diversity and operational complexity than domestic business". Elucidate
5. "The term transnational corporation refer to a large global corporation which has a presence in multiple countries through different business function". Do you agree with this statement? Explain clearly giving reasons for your answer.

Part C

(1Q x 8 M = 8 Marks)

6. Imagine that you are an U.S citizen who has been offered a job as the CEO of Walmart in Germany. What are the important cross- cultural issues you are likely to face and how would you resolve them?