

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Common to Branches – **BUSINESS ADMINISTRATION/ BUSINESS
ADMINISTRATION (INFORMATION SYSTEM)/ BUSINESS
ADMINISTRATION (RETAIL MARKETING)**

INTERNATIONAL BUSINESS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Trade around two or more different countries is called -----
(i) External Trade (ii) International Trade
(iii) International Trade (iv) Unilateral Trade
- 2 Where is the headquarters of the WTO located?
(i) New York (ii) Geneva
(iii) Austria (iv) Washington
- 3 ----- is foreign direct investment ?
(i) Human resources (ii) Intellectual Properties
(iii) Intangible goods (iv) Tangible goods
- 4 ----- refers to the policy measures adopted by a country with reference to its exports and imports
(i) Exim policy (ii) Economic policy
(iii) Fiscal policy (iv) Monetary policy
- 5 Extension of marketing activities across the globe is called as -----
(i) International business (ii) International marketing
(iii) Universal marketing (iv) Borderless marketing

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a) What is International trade?
OR
b) Recall the term International business environment.
- 7 a) Write short note on GATT.
OR
b) What is foreign markets?
- 8 a) What you mean by foreign exchange?
OR
b) Find the meaning of FDI.
- 9 a) What are the main objectives of trade policy?
OR
b) State the meaning of export promotion.
- 10 a) Indicate the various types of international market intelligence.
OR
b) What are the 5 P's of international marketing?

Cont...

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a) Elucidate the advantages of international business.
OR
b) Discuss the factors affecting the international business environment.
- 12 a) Highlight the objectives of WTO.
OR
b) Point out the role of International agencies in conflict resolution.
- 13 a) Discuss the mode of entering the international business.
OR
b) Identify the factors influencing the foreign direct investment.
- 14 a) Discuss the benefits and drawbacks of international trade policy quotas.
OR
b) Outline the steps in foreign trade procedure.
- 15 a) Point out the advantages and disadvantages of transnational company.
OR
b) Elucidate the various stages in international marketing strategies in product life cycle.

Z-Z-Z

END