

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2025
(Sixth Semester)

Branch – BUSINESS MANAGEMENT (RETAIL MANAGEMENT)

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 Choose the right meaning of International Business.

- (i) Trade within a single nation (ii) Trade and investment across national borders
(iii) Government-controlled business only (iv) Transactions between two local firms

2. Select main objective of the World Trade Organization (WTO) is to-----

- (i) Provide loans for infrastructure (ii) Promote free and fair global trade
(iii) Control global oil pricing (iv) Supervise multinational corporations

3. Foreign Direct Investment (FDI) involves _____

- (i) Short-term portfolio investments
(ii) Donations made to foreign governments
(iii) Investment made to acquire ownership/control in a foreign company
(iv) Only purchase of foreign goods

4. Tariffs are imposed by a government to _____

- (i) Encourage free imports
(ii) Reduce documentation costs
(iii) Limit foreign competition by taxing imports
(iv) Promote global harmonization of prices

5. A Multinational Corporation (MNC) is best defined as a firm that-----

- (i) Restricts operations to domestic markets
(ii) Operates in two or more countries
(iii) Manufactures only agricultural goods
(iv) Functions only under government ownership

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6 a Define International Business.

OR

b List any three advantages of International Business.

7 a Explain the role of IMF in international business.

OR

b Write a short note on Trading Blocs and their implications.

Cont....

- 8 a Apply your understanding to compare any two modes of entry into international business. OR
b Illustrate any three methods of payment in international trade with examples.
- 9 a Analyze the impact of tariffs on international trade.
- OR
- b Compare exp/*-*ort procedure and import procedure.
- 10 a Evaluate the advantages and disadvantages of MNCs. OR
b Analyze the concept of global branding with an example.

SECTION -C (30 Marks)

Answer ALL questions

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

- 11 a Describe the stages of internationalization of business. OR
b Explain the components of international business environment.
- 12 a Discuss the objectives and functions of WTO and UNCTAD. OR
b Explain conflict between host countries and transnational corporations with examples.
- 13 a Apply your knowledge to compare the different modes of entering foreign markets with relevant examples. OR
b Explain FDI and FII and discuss the factors influencing FDI in India.
- 14 a Analyze the various international trade policies (Tariffs, Subsidies, Import Quotas, Local content requirements). OR
b Examine the export and import documentation procedures in international business.
- 15 a Critically evaluate the role of Multinational Corporations in global business development. OR
b Analyze the International Marketing Mix (Product, Price, Place & Promotion) with suitable examples.

Z-Z-Z

END