

# **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.

1. Choose the right meaning of **globalization**

- (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 ( $5 \times 3 = 15$ )**

## 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 export 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.