23MSU627N/23ISU631N/23RMU627N

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(Sixth Semester)

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

INTERNATIONAL BUSINESS

Time: Three Hours Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	A firm enters Brazil primarily due to rising middle-class income and digital adoption. Which driver of globalization is dominant? a) Political integration b) Technological advancement c) Market driver d) Cost driver	K1	CO1
	2	When technological integration reduces communication costs but increases cyber risks, it reflects_________. a) Pure economic benefit b) Cultural convergence c) Political integration d) Dual impact of technological environment	K2	CO1
2	3	A WTO member imposes tariffs beyond bound rates. The likely consequence is___________. a) Automatic expulsion b) Retaliatory measures after dispute settlement c) IMF intervention d) UNCTAD sanctions	K1	CO2
	4	Conflict between host government and MNC over profit repatriation primarily concerns___________. a) Cultural sovereignty b) Economic nationalism c) Technological spillover d) Trade diversion	K2	CO2
3	5	Strategic alliance differs from joint venture because it_______. a) Involves cooperation without new entity b) Creates new legal entity c) Shares equity equally d) Requires 100% ownership	K1	CO3
	6	FDI is preferred over exporting when____________. a) Tariffs are high b) Transportation cost is low c) Demand is unstable d) Political risk is high	K2	CO3
4	7	Subsidies may violate WTO rules when they_________. a) Distort international competition b) Support SMEs c) Promote agriculture d) Encourage innovation	K1	CO4
	8	Which document is a contract between the exporter and the carrier for the transportation of goods? a) Commercial Invoice b) Letter of Credit c) Bill of Lading d) Certificate of Origin	K2	CO4
5	9	A transnational company differs from a global company primarily because it___________. a) Avoids foreign investment b) Operates only through exports c) Integrates global efficiency with local responsiveness d) Maintains strict product standardization	K1	CO5
	10	A key challenge in international pricing is______________. a) Uniform consumer income levels b) Exchange rate fluctuations c) Absence of competition d) Identical tax structures worldwide	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Define International Business. Explain the drivers of globalization and their impact on international business.	K2	CO1
		(OR)		
	11.b.	Examine how the technological environment influences International Business.		
2	12.a.	Elaborate the role of the World Trade Organization in facilitating international business.	K2	CO2
		(OR)		
	12.b.	Explain the factors causing conflicts between a host country and a transnational company.		
3	13.a.	Analyze the criteria used for Foreign Market Analysis before entering a new country.	K3	CO3
		(OR)		
	13.b.	Determine the different methods of payment used in international finance.		
4	14.a.	Analyze the impact of Tariffs and Import Quotas on international trade relations.	K4	CO4
		(OR)		
	14.b.	Explain the Indian institutional infrastructure available for export promotion.		
5	15.a.	Evaluate the factors contributing to the rapid growth of Multinational Corporations.	K3	CO5
		(OR)		
	15.b.	Discuss the globalization of markets and the importance of brand positioning.		

SECTION -C (30 Marks)

Answer **ANY THREE** questions

ALL questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyze the Social, Cultural, and Political environments impact a company's decision to enter a specific foreign market.	K4	CO1
2	17	Evaluate the role of the World Bank and United Nations Conference on Trade and Development in promoting global trade.	K5	CO2
3	18	Compare the different modes of entry into global markets. Which mode would you recommend for a high-risk market?	K4	CO3
4	19	Examine the foreign trade procedures in India, specifically detailing the necessary export documentation.	K5	CO4
5	20	Evaluate the international marketing strategies across the different stages of the Product Life Cycle.	K5	CO5

Z-Z-Z END