

Seat No.	
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**B.B.A. (Part - III) (Semester - V) Examination, April - 2016**  
**INTERNATIONAL BUSINESS (Paper - I)**  
**Sub. Code : 43954**

Day and Date : Tuesday, 26 - 04 - 2016

Total Marks : 40

Time : 03.00 p.m. to 05.00 p.m.

- Instructions : 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q1)** What do you mean by international business? Explain the nature and importance of international business. [14]

OR

Why do firms enter international markets? What are the factors affecting decision for international business?

**Q2)** Write short answers. (any two) [16]

- a) What are the different stages of globalisation?
- b) Critically examine the comparative cost Theory.
- c) Discuss the role of WTO in international business.
- d) What are the methods of correcting disequilibrium in the balance of payments.

**Q3)** Write short notes (any two) [10]

- a) International business approaches
- b) Absolute cost theory
- c) Non - tariff barriers
- d) Multinational corporations

