

<b>Seat No.</b>	
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**BBA (Part - III) (Semester - V) Examination, October - 2017**  
**INTERNATIONAL BUSINESS (Paper - I)**  
**Sub. Code : 43954**

**Day and Date : Thursday, 26 - 10 - 2017****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 importance of international business. **[14]**

OR

What is a multinational corporation? Explain merits and demerits of multinational corporations.

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

- a) Critically evaluate the Ricardo's principle of comparative cost advantage.
- b) Explain the role of international business in economic development.
- c) Discuss the role of WTO in international business.
- d) Write a note on non - tariff barriers.

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

- a) Types of international business.
- b) Absolute cost theory
- c) Trade blocks
- d) EXIM documents

