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B.B.A. (Part - III) (Semester - VI) Examination, April - 2016

INTERNATIONAL BUSINESS (Paper - II)

Sub. Code : 43964

Day and Date : Saturday, 16 - 04 - 2016

Total Marks : 40

Time : 12.00 noon to 2.00 p.m.

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

Q1) State the objectives of European Economic Community (EEC). Explain the achievements of EEC in integrating its member of countries. **[14]**

OR

Discuss the factors affecting international investment.

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

- Give a brief account of the export promotion measures in India.
- Discuss the problems and progress of economic cooperation among the South Asian Economies.
- Do you think that the direction of Indian international business would change? If so, state the direction.
- Write a note on country Risk Analysis of India with special reference to political and economic perspective.

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

- FEMA.
- NAFTA.
- Competitive advantage in information technology (IT).
- Threats in international business.

