

CLASS: B.B.A.

15A/55

St. JOSEPH'S COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 620 002

SEMESTER EXAMINATIONS – APRIL 2015

TIME: 3 Hrs.

MAXIMUM MARKS: 100

SEM	SET	PAPER CODE	TITLE OF THE PAPER
VI	2012	11UBU630215	INTERNATIONAL BUSINESS

SECTION – A

Answer all the questions:

20 x 1 = 20

Choose the correct answer:

- Domestic Trade refers to
 - Trade within Country
 - Trade within States
 - Trade out of Boundaries
 - All of these
- Theory of reciprocal demand was framed by
 - Mills
 - Ohlin
 - Heckscher
 - Drawin
- Factor affecting Business Environment is
 - Legal
 - Business
 - Customer
 - None of these
- FDI stands for
 - Foreign Direct Investment
 - Foreign Domestic Investment
 - Foreign Domestic Product
 - All of these
- WTO stands for
 - World Trade Organization
 - World Trade Office
 - World Trade Officer
 - All of these

Fill in the blanks:

- _____ is an important aspect of International Business.
- _____ is one factor which has impact on international Business Environment.

8. FTZ stands for _____.
9. Sales promotion means to _____ sales.
10. IMF stands for _____.

State True or False:

11. Harberler developed theory of opportunity cost.
12. Social environment affects business environment.
13. Merger means to join with another company.
14. Price is a value for a product.
15. OPEC is oil producing and Exporting countries.

Match the following:

- | | |
|------------------------------|----------------------|
| 16. Absolute advantage | - a) EXIM |
| 17. International Business | - b) Marketing |
| 18. Export and Import policy | - c) Duties or Taxes |
| 19. To sell a product | - d) KFC |
| 20. Tariff | - e) Adam Smith |

SECTION – B

Answer all the questions:

5 x 4 = 20

21. a. Write a short-note on about Trade.

OR

- b. Explain about International Business.

22. a. Bring out the difference between Domestic and International Trade.

OR

- b. Explain about cultural factor which affects International Business Environment.

23. a. Explain about merger with examples.

OR

- b. Explain about takeovers with suitable examples.
24. a. Explain about advertising in International business.

OR

- b. Write about International sales promotion.
25. a. Write a few lines about TRIPS.

OR

- b. Write the importance of TRIMS.

SECTION – C

Answer any FOUR questions:

4 x 15 = 60

- 26. Explain about International pricing methods with suitable examples.
- 27. Explain the theory of reciprocal demand.
- 28. Explain factors affecting Global Marketing Environment.
- 29. Explain about EXIM policy in India.
- 30. Explain about Tariff Barriers in International Business.
