

UNIT – IV

5. Discuss the basic techniques and their importance of risk management in International Business.

OR

Explain the different approaches of selecting staff and compensation decisions in International Firms.

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Roll No.

57553

**BBA 6th Semester (N. S.) 2014-17
Examination – April, 2019**

FOUNDATION OF INTERNATIONAL BUSINESS

Paper : BBAN-603

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt compulsory Question No. 1 from Section- A and four questions from Section-B (one question from each Unit). All questions carry equal marks.

SECTION – A

1. Write short notes on the following :

(a) Types of IB.

- (b) Global Trading.
- (c) Control Methods in IB.
- (d) Foreign Channels.
- (e) Logistical Decisions.
- (f) Compensation Decisions.
- (g) Cross Cultural Challenges in IB.
- (h) Internationalization of Firms.

SECTION – B

UNIT – I

2. Discuss the motives and importance of International Business.

OR

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Write an overview of Global Trading and Financial Systems.

UNIT – II

3. Discuss the factors of Country Evaluation and selection for International Business.

OR

What are the various modes of foreign market entry ?

UNIT – III

4. Explain the various approaches to International Pricing.

OR

Discuss the importance and types of brands for Foreign Markets.

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