

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023**(Regular/Improvement/Supplementary)****BBA HONOURS****GBAH1B03T: INTRODUCTION TO GLOBAL BUSINESS****Time: 3 Hours****Maximum Marks: 80****PART A: Answer *all* the questions. Each carries *one* mark.****Choose the correct answer.**

1.is also known as Intensive strategy.
A) Diversification Strategy B) Cooperation Strategy
C) Concentration Strategy D) Internationalisation Strategy
2. Which theory supported the necessity of free trade as the only assurance for expansion of trade?
A) Comparative Cost Advantage Theory B) Mercantile Theory
C) H-O Theory D) Absolute Cost Advantage Theory
3. Odd One Out: IMF, UNCTAD, ITC, WIPO.
A) IMF B) UNCTAD C) ITC D) WIPO
4. Which of the following will adversely affect the BOP?
A) Rise in interest rate B) Rise in taxes
C) Rise in capital inflows D) Rise in inflation rate
5. Proforma Invoice is accepted and signed by the
A) Importer. B) Exporter. C) Captain of the ship. D) Bank.

Fill in the Blanks.

6. Absolute advantage theory was developed by.....
7. Term tariff means.....
8. The Latin phrase 'ad valorem' means
9. GATT came into force on
10. LIBID means

(10 x 1 = 10 Marks)**PART B. Answer any *eight* questions. Each carries *two* marks.**

11. Define concentration strategy.
12. What you mean by Entrepot Trade?
13. Comment on preferential trading agreements.
14. What is transactional enterprise?

(PTO)

15. Give an account on 'open account payment in international trade'.
16. Mention the features of international trade patterns.
17. What is Embargo?
18. What you mean by e-business?
19. What is protectionism?
20. What do you understand by FCA?

(8 x 2 = 16 Marks)

PART C: Answer any *six* questions. Each carries *four* marks.

21. Explain the modes of payments in international trade.
22. Evaluate policy framework for global business.
23. Explain the significance of documentation in international trade.
24. Summarize various types of MNEs.
25. Explain the reasons to pursue global business expansion strategy.
26. Describe the significance of foreign trade policy in international business.
27. Explain the concept of culture and its constituents.
28. Discuss forms of international economic integration.

(6 x 4 = 24 Marks)

PART D. Answer any *two* questions. Each carries *fifteen* marks.

29. Examine international trade law theories.
30. What were the major reasons for setting up the IMF? Explain the functions of IMF?
31. Evaluate policy framework for global e-business.

(2 x 15 = 30 Marks)