D1BIB2502 **Name: .....**

Reg. No.: .....

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2025

(Regular/Improvement/Supplementary)

BBA INTERNATIONAL BUSINESS

MAJOR

BIB1CJ102: INTRODUCTION TO GLOBAL BUSINESS

Time: 2 Hrs. **Maximum Marks: 70**

M: Mark BL: Bloom's Taxonomy Level (1 to 6) CO: Course Outcome

Section A: Answer all questions. Each carries 3 marks.
Ceiling: 24 Marks

No.	Question	M	BL	CO
1.	List any two routes for global business expansion.	3	2	CO1
2.	What are the different types of exchange rate regimes.	3	5	CO1
3.	Compare exporting and importing.	3	1	CO1
4.	Why institutional framework is important for the smooth conduct of international trade?	3	3	CO2
5.	Write a note on IMF.	3	4	CO2
6.	Define trade diversion.	3	2	CO3
7.	Discuss the role of tariffs and quotas as tools for trade policy.	3	4	CO3
8.	What is the purpose of a bill of lading in international trade.	3	1	CO3
9.	Name two common types of E-Business models.	3	1	CO4
10.	Write a note on Global E-Marketing.	3	2	CO4

Section B: Answer all questions. Each carries 6 marks.
Ceiling: 36 Marks

No.	Question	M	BL	CO
11.	Explain the need for international business with an example.	6	4	CO1
12.	Explain various institutional framework in international business. What are the functions of these institutions?	6	4	CO2
13.	Provide an overview of international economic integration, discussing the different types (free trade area, customs union, common market, economic union) and their impact on member countries.	6	5	CO2
14.	What is a common market? What are the key features of a common market.	6	2	CO2
15.	Explain the purpose of protectionism and provide examples of how countries implement it.	6	4	CO3
16.	What are the key Factors Influencing MNE's Global Strategy.	6	1	CO4
17.	Explain the role of MNEs in the global economy.	6	5	CO4
18.	What are E-Business models. Give examples for each model.	6	5	CO4

Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)

No.	Question	M	BL	CO
19.	Evaluate the advantages and challenges of Internationalization of businesses.	10	4	CO1
20.	What are the various tools and instruments that governments use to regulate and control international trade?	10	5	CO2