



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A.DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**SIXTH SEMESTER – APRIL 2019**

**16UBU6MC04– INTERNATIONAL BUSINESS MANAGEMENT**

Date: 09-04-2019  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

**ANSWER ALL THE QUESTIONS**

**(10 \* 2 = 20 Marks)**

1. Define International Business.
2. What is Turnkey Projects?
3. What do you mean by International Political Environment?
4. What is Economic System?
5. Expand ASEAN. And name its member countries.
6. List any three objectives of SAARC.
7. What is Foreign Exchange?
8. Write a short note on World Bank.
9. What is International Marketing?
10. What is International HRM?

**PART – B**

**Answer any FOUR questions**

**( 4 \* 10 = 40 Marks)**

11. Explain the objectives of International Business.
12. What are the implications of Globalization?
13. Write a note on WTO.
14. Explain the features and impact of NAFTA in the economic integration.
15. Explain the objectives of BRICS.
16. What are the factors influencing the foreign exchange rate?
17. Briefly explain the International market selection process.

**PART – C**

**Answer any TWO Questions**

**( 2 \* 20 = 40 Marks)**

18. Briefly explain the various International Market entry strategies.
19. Briefly explain the International Political Environment.
20. Define FDI. Brief the types and growth of FDI.
21. Write a note on International Product Policies and decisions.

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