

(Please write your Exam Roll No.)

Exam Roll No. 09021401711

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2014

Paper Code: BBA308

Subject: International Business Management

BBA(TTM)308

BBA(MOM)308

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 ✓ How is management of International Business different from managing Domestic business. What are the parameters on which this differentiation is made, Give suitable examples to illustrate your answer.
- Q2 ✓ "FDI is key to growth and development of a developing country". Critically analyse the above statement by citing suitable examples.
- Q3 What are the major obstacles in Technology Transfer? What preparation must be done to facilitate smooth transition of technology? Illustrate your answer with suitable examples.
- Q4 ✓ What are tariff and non tariff barriers? Explain them with examples by emphasising the role of WTO in reducing or removing them.
- Q5 ✓ Write short notes on-
(a) Cross Border Merges and Acquisition.
(b) Role and Functions of IMF.
- Q6 ✓ What is Global Competitive Advantage? What are different types of strategies used for achieving Global Competitive Advantage.
- Q7 What are the various parameters for doing country risk analysis? Giving suitable example illustrate the importance of each parameter.
- Q8 What are the major issues in global human resources management? Explain multicultural management with examples.

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