

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2016

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| Paper Code: BBA-308 BBA(TTM)-308 BBA(MOM)-308 | Subject: International Business Management |
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| Time: 3 Hours | Maximum Marks: 75 |
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Note: Attempt any five questions. All questions carry equal marks.

- Q1 How is International Business Management different from managing Domestic business. Bring out the factors influencing international business and explain with examples.
- Q2 Examine the advantages and disadvantages of FDI. How does FDI contributes in the economic development of the host country.
- Q3 What do you understand by "Transfer of Technology"? Why do companies in developing countries go in for technology transfer and what are the usual problems faced by them in this regard.
- Q4 Why is Globalization unstoppable? Explain how the economies of the world are getting integrated.
- Q5 What is strategic planning? Explain the various types of strategies used in planning for achieving global competitive advantage.
- Q6 Write short notes on the following:-
(a) Financial Integration
(b) Cross border mergers and acquisitions
- Q7 Explain the concept of Country risk analysis. Comment on socio-economic risk and its analysis.
- Q8 "Pay for Performance is an effective motivational tool in global HR"- Discuss.

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