

(6 pages)

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Sixth Semester

Business Administration — Main

INTERNATIONAL BUSINESS — Major Elective

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of these is a characteristic of multinational corporations?
 - (a) At least-one-third directors are foreign nationals
 - (b) The company does 40% of its business in foreign markets
 - (c) The overseas markets are larger than the domestic market
 - (d) The affiliates are responsive to a number of important environmental forces

2. All commercial transactions between two or more countries are known as _____.
- (a) foreign trade
 - (b) the balance of payments
 - (c) globalization
 - (d) international business
3. _____ is a contract under which a firm agrees to fully design, construct and equip a manufacturing or business or service facility and turn the project to the purchaser ready for operation for a remuneration.
- (a) Manufacturing contract
 - (b) Management contract
 - (c) Turnkey contracts
 - (d) Joint venture
4. _____ is the sale of goods abroad at a price which is lower than the selling price of the same goods at the same time in the same circumstances at home, taking account of difference in transport costs.
- (a) Dumping
 - (b) Tariff
 - (c) Anti dumping
 - (d) None of the above

5. If a draft is made to bearer, payment should be made to _____.
- (a) a bank
 - (b) drawer
 - (c) acceptor
 - (d) anyone who presents the draft
6. A _____ bill of lading does not guarantee that the goods have been loaded on the vessel.
- (a) on-board
 - (b) foul
 - (c) received-for-shipment
 - (d) straight
7. Basic customs duty is levied under section _____ of the Customs Act.
- (a) Section 13 (b) Section 12
 - (c) Section 11 (d) Section 10
8. An application for refund of export duty is made before the expiry of _____ from the date on which the proper officer makes an order for the clearance of the goods.
- (a) 6 months (b) 12 months
 - (c) 18 months (d) 24 months

9. Invisible items in balance of payments include _____.
- (a) Foreign remittances
 - (b) Income from tourists
 - (c) Internet charges
 - (d) All the three
10. Process of defining customer focuses on selling a product to existing market is called _____.
- (a) target market (b) strategic market
 - (c) financial market (d) business analysis

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What factors affect international trade?
- Or
- (b) State the disadvantages of International Business.
12. (a) List out the merits and demerits of Exporting.
- Or
- (b) Describe the importance of FDI.

13. (a) What are the purposes of a bill of exchange?

Or

(b) Write a note on Commercial invoice.

14. (a) What is a consignment note?

Or

(b) What are the documents involved in transportation?

15. (a) How can balance of payment deficit be reduced?

Or

(b) State the objectives of international marketing information system.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe the features of International Business.

Or

(b) What are the benefits of International Trade?

17. (a) Discuss the advantages and disadvantages of Franchising.

Or

(b) Explain Mergers and Acquisitions.

18. (a) Briefly explain the export procedure.

Or

(b) Explain the different types of letter of credit.

19. (a) Explain the documents used in an import transaction.

Or

(b) Describe the import procedure.

20. (a) Briefly explain the salient features of New EXIM Policy.

Or

(b) Explain the institutions connected with EXIM trade in India.
