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BBA IN SPORTS MANAGEMENT ⁽⁴⁷²⁾
EXAMINATION: DECEMBER - 2024
SEMESTER - V

Sub.: Introduction to International Business Management (BBA22-511)

Date : 18/12/2024

Total Marks : 60

Time: 10.00 am To 12.30 pm

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. Which is a Major challenge of globalization in international business?
 - a) Increasing Profits
 - b) Maintaining Cultural Diversity
 - c) Competition
 - d) Less market opportunities
2. Which organization succeeded GATT to oversee global trade rules?
 - a) IMF
 - b) WWF
 - c) WTO
 - d) LIC
3. Which term describes the worldwide integration of economies?
 - a) Localisation
 - b) Globalisation
 - c) Innovation
 - d) Standardisation
4. Which trade barrier involves government-imposed restrictions like quotas and licenses?
 - a) Tariff
 - b) Subsidy
 - c) Quota
 - d) Non-Tariff
5. Which strategy involves a company selling its products directly to foreign markets without investment in foreign operations?
 - a) Licensing
 - b) Franchising
 - c) Exporting
 - d) Partnerships

Q. 2. State True / False (05)

1. International Business refers to the exchange of goods, services, and capital across national borders.
 - a) True
 - b) False
2. The scope of international business is limited only to trade and investment between two countries.
 - a) True
 - b) False
3. Competitive advantage refers to the ability of a company to produce goods or services more efficiently than its competitors.
 - a) True
 - b) False
4. Globalization has reduced the challenges for businesses in entering new markets.
 - a) True
 - b) False
5. The challenges for global business mainly involve geopolitical conflicts and trade restrictions.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Motives for International Marketing
2. Role of WTO in trade liberalization
3. GATT
4. FDI
5. Tariff Barriers

Q. 4. Answer in detail (Any Two) (20)

1. Discuss Opportunities in International Business
2. Discuss Challenges in International Business
3. Explain Role of GATT/WTO in Promoting Global Business
4. How does Cultural Environment affect Global Business? Explain with examples.

Q. 5. Case study (15)

“ABC Foods Pvt. Ltd.”

ABC Foods Pvt. Ltd. is an Indian company specializing in ready-to-eat packaged meals. The company has achieved significant success in the domestic market and now plans to expand internationally. The management is exploring potential entry into the European Union (EU) market. However, the team faces several challenges, including understanding local regulations, selecting an appropriate market entry strategy, and designing an effective marketing mix to cater to the diverse tastes of European customers.

Questions:

1. Identify and explain the factors that ABC Foods should consider when selecting the EU market as their entry point. (5 Marks).
 2. Recommend a suitable market entry strategy for ABC Foods and justify your choice. (5 Marks).
 3. Suggest an International Marketing Mix (4Ps) for ABC Foods in the EU market. (5 Marks).
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