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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)/
BBA IN SPORTS MANAGEMENT (472)
EXAMINATION: MAY - 2025
SEMESTER - V

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

Date : 27/05/2025

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. What does the World Trade Organization (WTO) primarily do?
 - a) Sets tariffs for international trade
 - b) Facilitates global trade negotiations
 - c) Manages foreign exchange rates
 - d) Grants subsidies to developing countries
2. Which of the following is NOT an effect of foreign direct investment (FDI)?
 - a) Transfer of technology
 - b) Creation of jobs
 - c) Boost in the domestic economy
 - d) Protection of domestic industries
3. The technological environment in international business focuses on:
 - a) The availability of skilled labor
 - b) Political influence on global trade
 - c) Advances in technology that affect production and communication
 - d) The role of government subsidies in innovation
4. The concept of comparative advantage in international trade was proposed by:
 - a) Adam Smith
 - b) David Ricardo
 - c) Michael Porter
 - d) John Maynard Keynes
5. What is the main advantage of forming a joint venture in an international market?
 - a) Complete control over operations
 - b) Low capital investment required
 - c) Shared resources and risks with a local partner
 - d) No need for cultural adaptation

Q. 2. State True / False (05)

1. International business includes the trade of both goods and services across borders.
 - a) True
 - b) False
2. The GATT/WTO aims to reduce tariffs and promote free trade across nations.
 - a) True
 - b) False
3. The IMF is primarily responsible for providing long-term loans to developing countries.
 - a) True
 - b) False
4. Cultural factors such as language and values have no influence on international market entry strategies.
 - a) True
 - b) False
5. Exporting is the least risky market entry strategy.
 - a) True
 - b) False

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

1. Challenges in International Trade
2. Product Life Cycle Theory
3. Franchising and its Role in International Expansion
4. Foreign Direct Investment (FDI) as a Strategy
5. Role of IMF in International Monetary Systems

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

1. Discuss how foreign direct investment (FDI) influences global trade and investment opportunities.
2. Explain the importance of multilateral trade negotiations and their impact on global business.
3. What is the importance of understanding cultural environments in international business? Discuss the challenges companies face in cross-cultural management.
4. Discuss the different types of market entry strategies and their advantages and disadvantages. Include exporting, licensing, franchising, joint ventures, and foreign direct investment.

Q. 5. Case study (15)

A European clothing brand is exploring the possibility of entering the U.S. market. The company is considering leveraging the WTO agreements to minimize tariffs and facilitate its entry. They also need to understand the challenges that international trade regulations may pose in the U.S.

Questions:

1. Analyze the key benefits of the WTO agreements that the company can leverage.
 2. Discuss potential challenges in entering the U.S. market and how the company can mitigate them.
 3. Give the facts of the case .
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