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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)
EXAMINATION: DECEMBER- 2025

SEMESTER - V

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

Date : 17/12/2025

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. International business refers to
 - a) Domestic trade
 - b) Trade beyond national borders
 - c) Only export business
 - d) Only import business
2. The scope of international business includes
 - a) Export and import
 - b) Licensing and franchising
 - c) International investments
 - d) All of the above
3. GATT was established in
 - a) 1947
 - b) 1980
 - c) 1995
 - d) 2002
4. A major challenge for global business is
 - a) Political instability
 - b) Cultural diversity
 - c) Economic fluctuations
 - d) All of the above
5. Competitive advantage refers to
 - a) Higher cost than competitors
 - b) Superior performance over competitors
 - c) Decreasing efficiency
 - d) None of the above

Q. 2. State True / False (05)

1. Culture includes values, beliefs and customs.
 - a) True
 - b) False
2. Economic recession leads to More investment , decline in demand, economic increased profits
 - a) True
 - b) False
3. Exporting is Selling goods abroad
 - a) True
 - b) False
4. WTO replaced GATT in the year 2024.
 - a) True
 - b) False
5. FDI refers to Foreign Direct Investment.
 - a) True
 - b) False

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

1. Differentiate between domestic business and international business
2. International trade for developing countries
3. Challenges of operating in diverse cultural markets
4. Absolute Advantage theory
5. licensing

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

1. Explain any five challenges faced in international business. What are the major opportunities available in global markets?
2. Define FDI. Discuss the impact of globalization on foreign investment.
3. What is the Product Life Cycle theory? Explain its stages.
4. Discuss the factors influencing the choice of international market entry strategy.

Q. 5. Case study (15)

TechNova Solutions, a mid-sized software company based in Pune, recently expanded its operations to Southeast Asia and Europe as part of its globalization strategy. However, within a few months, the management started observing multiple challenges affecting performance. The overseas teams reported communication gaps due to time zone differences, making coordination slow and project deadlines difficult to manage. Cultural differences also created misunderstandings—European clients preferred formal communication and detailed documentation, while the Indian team followed a more flexible approach, causing delays and rework.

Additionally, the company struggled with increased competition in global markets. Rivals with established international presence offered lower prices and faster delivery timelines, putting pressure on TechNova to upgrade its processes. The HR department faced challenges in hiring talent abroad due to differing labor laws and expectations. Employees in the Pune office felt stressed as they were required to work late hours to match international timelines, leading to declining morale.

Despite these difficulties, the management believes globalization is necessary for long-term growth. They are now evaluating strategies to bridge cultural, operational, and competitive gaps while supporting employees during the transition.

Questions:

- 1 What communication and collaboration tools or practices can improve coordination across time zones?
 - 2 How can the company develop cultural awareness among employees to reduce misunderstandings?
 - 3 What strategic changes are needed to enhance competitiveness in international markets?
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