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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071) /
BBA IN SPORTS MANAGEMENT (472)
EXAMINATION: MAY - 2026
SEMESTER - VI

Sub.: Introduction to International Business (BBA 23-613)

Date : 18/05/2026

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.

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|--------------|---|-------------|
| Q. 1. | Choose the most appropriate option. | (05) |
| | 1. According to Comparative Advantage, a country should specialize in producing goods:
a) In which it has the lowest opportunity cost b) That require maximum resources
c) With the highest international price d) That are demanded locally only
2. Which of the following activities is NOT part of International Business?
a) Exporting b) Importing
c) Domestic retailing within one country d) Foreign direct investment
3. Which international organization replaced GATT in 1995 to regulate global trade?
a) IMF b) World Trade Organization (WTO)
c) World Bank d) UNCTAD
4. The International Development Association (IDA) mainly provides:
a) High interest commercial loans b) Concessional loans and grants to the poorest countries
c) Trade policy regulations d) Foreign exchange management
5. Which factor in the political environment affects international business decisions?
a) Exchange rate fluctuations b) Government stability and policies
c) Consumer lifestyle d) Climate conditions | |
| Q. 2. | State True / False | (05) |
| | 1. Franchising involves granting a foreign partner the right to operate a business using the franchisor's brand name, business model, and operational support.
a) True b) False
2. Legal environment in international business refers to the laws, regulations, and legal systems that govern business activities across countries.
a) True b) False
3. The General Agreement on Tariffs and Trade was created mainly to increase trade barriers between countries.
a) True b) False
4. Existing international monetary arrangements aim to maintain stability in exchange rates and facilitate smooth international payments.
a) True b) False
5. Legal environment in international business refers to the laws, regulations, and legal systems that govern business activities across countries.
a) True b) False | |

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

1. Influence of globalization on international business.
2. World Trade Organization.
3. Impact of globalization on foreign investment
4. Product Life Cycle theory w.r.t. international trade patterns.
5. Role of cultural on international marketing strategies.

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

1. Elaborate the challenges and opportunities in the international market.
2. Examine how international competitive advantage helps a country or firm succeed in global markets.
3. Assume you are a CEO of a company how would you explain the influence of economic, political and legal environment on the overall business.
4. Write a detailed note on classical trade theories.

Q. 5. Case study (15)

Crossing Borders, Facing Realities – TechNova’s Global Journey

TechNova, an emerging IT firm based in India, had built a strong reputation in the domestic market by delivering cost-effective and innovative technology solutions. Driven by ambition and increasing competition at home, the company’s leadership decided it was time to establish a global footprint.

The firm identified two promising markets—Germany and Brazil—both offering significant opportunities but with very different business environments. Confident in its technical expertise, TechNova entered both markets within a short span of time.

However, the transition was not as smooth as anticipated. In Germany, the company encountered a business culture that emphasized precision, punctuality, and strict adherence to processes. Clients expected detailed documentation and had little tolerance for delays. In contrast, their experience in Brazil was marked by a more flexible approach to time and a strong emphasis on personal relationships before formal agreements.

Simultaneously, the company found itself navigating unfamiliar regulatory landscapes. Compliance requirements in Germany demanded extensive changes to their data management practices, leading to increased costs and delays. In Brazil, the complexity of taxation created confusion and slowed down financial operations.

As projects progressed, another challenge began to surface. Revenue streams from different countries fluctuated due to changing currency values, affecting overall profitability. Moreover, communication gaps emerged within teams spread across continents, with differences in language and time zones creating coordination issues.

Faced with these realities, TechNova realized that technical expertise alone was not sufficient for global success. The company gradually shifted its approach by investing in local talent, adapting its management practices, and building a deeper understanding of each market it operated in.

Questions:

1. Analyze the key challenges faced by TechNova during its international expansion.
2. How did differences in business culture affect TechNova’s performance in Germany and Brazil?
3. What strategies can companies adopt to succeed in diverse international markets?