

**57553**

**BBA 6th Semester (2014-17)  
Examination – May, 2026**

**FOUNDATION OF INTERNATIONAL BUSINESS**

**Paper : BBAN-603**

***Time : Three hours ]***

***[ Maximum Marks : 80***

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :** Attempt *five* questions in all, selecting *one* question from each Section. Question No. 1 is *compulsory*.  
All questions carry equal marks.

**SECTION – A**

**1. Answer all questions :**

- (a) Define international business.
- (b) Define global trading system.
- (c) Give two factors considered in country evaluation for business.

- (d) What is cultural diversity in international business ?
- (e) State two accounting differences observed across countries.
- (f) State two criteria for selecting a foreign market.
- (g) What is international branding ?
- (h) Give one difference between domestic and international accounting practices.

## **SECTION – B**

### **UNIT – I**

- 2. Explain the risks and barriers to international business and how they can be overcome ?
- 3. Discuss the basic structure of the international business environment.

### **UNIT – II**

- 4. Explain different modes of entering foreign markets with suitable examples. <https://www.pyqonline.com>
- 5. Write a note on foreign direct investment (FDI) and portfolio investment.

### **UNIT – III**

- 6. Explain foreign manufacturing and sourcing decisions. How do firms take branding decisions in international markets ?

7. Discuss the approaches to international pricing and the role of channels and logistics in international business.

#### **UNIT – IV**

8. Explain the cross-cultural challenges faced in international business. How can firms manage them ?
  9. Explain the techniques of risk management in international business.
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