

# END TERM EXAMINATION

SIXTH SEMESTER [BBA ] MAY-JUNE 2013

**Paper Code: BBA/TTM/MOM 308**

**Subject: International Business Management**

**Time : 3 Hours**

**Maximum Marks :75**

**Note: Attempt any five questions. All questions carry equal marks.**

- Q1. How International business in different from Domestic Business? What are the challenges and opportunities involved in International Business?
- Q2. What do you understand by International Competitive Advantage. How to gain competitive advantage internationally? What can these advantages be like? Discuss with examples.
- Q3. What role IMF has played in stabilizing the currencies of the country? What are the various types of helps a country can avail from IMF? Discuss, how IMF has been of help to India in solving BOP crisis.
- Q4. What is Globalization? What is its Rationale? How is it that globalization has resulted in unification of world economies. In what way, discuss with examples.
- Q5. What can be structure of global organizations? Discuss the various global organization structures that exist by briefing out the advantages and disadvantages of each structure.
- Q6. What is Corporate Governance? How is it different from CSR? How corporate governance is done at a global level. Give examples.
- Q7. What are the methods of compensation and performance appraisal incase of global human resource management? Discuss the methods by giving suitable examples.
- Q8. Discuss various international business theories with emphasis on product life cycle theory. How these theories are helpful to international business.