

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2017

Paper Code: BBA-308 Subject: International Business Management
BBA(TTM)-308
BBA(MOM)-308

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory. Give suitable examples to illustrate your answer. All questions carry equal marks.

- Q1 Discuss the meaning and importance of International competitive advantage. Elucidate your answer with suitable example.
- Q2 Critically analyse Global Competitiveness of Indian Organizations. Strengthen your answers with suitable examples.
- Q3 Imagine that you are an Indian engineer who has been offered a job as the CEO of a large TNC in Dubai. What are the important cross cultural issues you are likely to face and how would you solve them?
- Q4 Discuss the importance of technology in making the business global? How technical capabilities of a company can be enhanced? Also mention the ways of technology transfer.
- Q5 Why is strategic planning important to achieve Global Competitive Advantage? Taking some real life examples illustrate how some organizations have achieved this.
- Q6 (a) What are trade barriers? Give their classification and state their relative merits and demerits.
(b) Discuss the role of IMF and world bank in the growth of internal business.
- Q7 Discuss how a functional organisational structure based company align its organisational structure to the strategy of International expansion?
- Q8 Write short notes on the following:-
(a) Globalization and Corporate social responsibility.
(b) Motivating employees globally.
(c) Performance appraisal in a Global Organisation