Seat No: .... Enrollment No: ....

PARUL UNIVERSITY
FACULTY OF MANAGEMENT STUDIES
BBA/BBA(Hons)/Int. DBA-BBA Summer 2024 - 25 Examination

Semester: IV/IV/VIII **Date: 22-04-2025**
Subject Code: 06010104DS01 **Time: 02:00 PM TO 04:30 PM**
Subject Name: International Business **Total Marks: 60**

Instructions:
1. All questions are compulsory.
2. Make suitable assumptions whenever necessary.
3. Write the answers for both sections on separate answer sheets.

	SECTION - A	**Marks**	**CO**	**BT**
Q1.	Answer **all** questions	**(4)**		
i.	Compare the effectiveness of standardization and adaptation in international marketing.	1	CO1, CO2, CO4, CO5	BT4
ii.	Interpret the effects of trade liberalization on small businesses.	1	CO1, CO2, CO4	BT2
iii.	Examine how economic stability impacts global investment decisions.	1	CO1, CO3, CO4, CO5	BT4
iv.	Identify the factors affecting currency exchange rates in the global economy.	1	CO2, CO4, CO5	BT1
Q2.	Attempt Any **Four** Questions out of Five	**(20)**		
i.	Assess the role of international trade organizations in promoting fair trade.	5	CO1, CO2, CO3, CO5	BT4
ii.	Evaluate the importance of adaptability in global business management.	5	CO1, CO2, CO5	BT4
iii.	Assess the importance of economic indicators in selecting foreign markets.	5	CO1, CO2, CO3	BT4
iv.	Justify the role of knowledge transfer in collaborative strategies between multinational corporations.	5	CO1, CO2, CO4, CO5	BT5
v.	Compare the role of banks and non-banking financial institutions in trade financing.	5	CO2, CO3,	BT4

			CO4, CO5	
Q3.	Attempt Any **One** Question out of Two	**(6)**		
i.	Explain how political and legal environments impact international business approaches.	6	CO1, CO2, CO4	BT4
ii.	Identify the primary factors influencing exchange rate fluctuations in international markets.	6	CO3, CO4, CO5	BT4
	SECTION - B	**Marks**	**CO**	**BT**
Q4.	Answer **all** questions	**(4)**		
i.	Assess the impact of infrastructure development on attracting FDI.	1	CO1, CO2, CO3, CO5	BT5
ii.	Assess how economic globalization has shaped international business strategies.	1	CO1, CO2, CO3, CO5	BT5
iii.	Compare the advantages and risks of investment-based expansion vs. trade-based expansion.	1	CO1, CO2, CO3, CO5	BT4
iv.	Justify the effectiveness of wholly owned subsidiaries as a market entry mode.	1	CO1, CO3, CO4, CO5	BT5
Q5.	Attempt Any **Four** Questions out of Five	**(20)**		
i.	Evaluate the costs and benefits of Foreign Direct Investment from the perspective of host countries.	5	CO2, CO3, CO4	BT5
ii.	Assess the significance of bilateral trade agreements in boosting FDI inflows.	5	CO1, CO3, CO4, CO5	BT5
iii.	Propose strategies for businesses to successfully expand into new international markets.	5	CO1, CO2, CO4, CO5	BT6
iv.	Evaluate the effectiveness of joint ventures as a market entry strategy.	5	CO1, CO3, CO4, CO5	BT5
v.	Evaluate the role of contractual modes in reducing risks in international business expansion.	5	CO2, CO4, CO5	BT5
Q6.	Attempt Any **One** Question out of Two	**(6)**		

(a)	Assess how digital transformation is reshaping the international business environment.	6	CO1, CO2, CO4, CO5	BT5
(b)	Evaluate how digital marketing enhances global value creation for businesses.	6	CO1, CO2, CO4, CO5	BT5