

Unit IV

7. What are the main advantages and disadvantages of ethnocentric, polycentric and geocentric approaches to staffing policy ? When in each approach appropriate. Explain the different stages of international adjustments.
8. What is the significance of accounting system in international business ? Why do accounting standards vary widely from country ? How do you cluster the countries based on similarities in their accounting standards ?

No. of Printed Pages : 04

Roll No.

F-153

B.B.A. EXAMINATION, May 2018

(Sixth Semester)

(Main & Re-appear)

BBA306

FOUNDATIONS OF INTERNATIONAL
BUSINESS

Time : 3 Hours]

[Maximum Marks : 70

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

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. Each question carries equal marks.

Unit I

1. Explain the meaning of International Business. Describe the basic structure of international business environment. Do you think knowledge of business environment is a prerequisite to be successful in overseas market ?
2. Why a firm intends to go international ? What can be the possible barriers which may stop the entry of a firm into International Market ? How these barriers can be overcome by the firm ?

Unit II

3. Discuss, how the need for control over foreign operations varies with the firm's strategy and core competencies ? What are the parameters on the basis of which you will evaluate the select a country for future investments ?

M-F-153

2

4. Explain the forms of FDI. What are the factors affecting FDI ? Differentiate between horizontal and vertical FDI. Analyze the inflow of FDI flow in India.

Unit III

5. Explain, how an efficient material management functions can help international business to complete more effectively in the global marketplace. An electronic firm manufacturing LED television intends to enter in Indian market. What are the pros and cons of (a) Manufacturing the components in-house (b) Outsourcing manufacturing to independent suppliers ? Which option would you recommend and why ?
6. Explain significant factors which influences the decisions of locating manufacturing facilities in various countries. When does an international firm select the strategy of vertical integration to manufacturing inputs ?

(3-43/20)M-F-153

3

P.T.O.