Paper Code: BBA4504
School of Management, BBD University
Program: BBA Sem: Vth
First Sessional Test Paper Odd Sem (2024-25)
Subject: International Business Management
Time: 60 Minutes Max. Marks: 30

SECTION-A

(This section contains very short answer type questions)

Q. No. 1. Attempt *All parts* of the following: [5*1 = 5]

a) Define International trade.
b) Differentiate between import trade and entrepot trade.
c) What do you mean by International corporation?
d) Define global functional structure.
e) What do you mean by turn key projects?

SECTION-B

Q.No.2. Attempt *any Two* of the following: [7.5*2 = 15]

a) Discuss the economic advantages of International business.
b) Explain various types of external factors that affects International business.
c) Discuss the key characteristics of International Corporations.
d) Explain global functional division structure along with its advantages and disadvantages.

SECTION-C

Q. No. 3. Attempt any *One of* the following: [10*1 = 10]

a) "When a company seeks to enter international markets, it must choose an appropriate entry mode that aligns with its goals and resources". In the light of above statement discuss the key modes of entering in International trade.

b) Discuss the Theories of international trade to explain why countries engage in trade, what benefits they gain, and how they determine which goods to export or import.

c) What are the various types of organizational structures? Explain Global Matrix sPtructure.