Paper Code: BBA4504

School of Management, BBD University

Course: BBA

Sem: 5

Odd Sem Second Sessional Test Paper (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) What is EXIM policy?
b) What are important features of foreign trade of India
c) What are important features of trade policy
d) Define global competitiveness.
e) What is exchange rate?

SECTION-B

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

a) Explain the institutional infrastructure for export promotion in India.
b) What are the government policies and consultancies for export promotion in India?
c) Explain balance of payment?
d) What is international strategic alliance. Give reasons for forming strategic global business alliance.

SECTION-C

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

a) What are the government policies and consultancies for export promotion in India?
b) What are the recent trends in India's foreign trade ?
c) Explain kinds of foreign exchange market?