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22 / 14

The Assam Royal Global University, Guwahati

Royal School of Business

BBA 5th Semester

Special Supplementary Examination, August 2024

Course: International Business Environment

Code: BSA032C501 (O)

Time: 3 hours

Maximum Marks: 70

Attempt all questions as per instructions given

The figures in the right-hand margin indicate marks

Section A

1. Answer the following in brief (within 50 words) 2 x 8

- a) What is Globalization?
- b) Outline the modes of entry in international markets.
- c) Define WTO
- d) Identify the major Regional Trade Agreements
- e) Outline the International Marketing Mix Decisions
- f) Define International distribution channels
- g) Illustrate exchange risk management
- h) What is foreign exchange market?

Section B

2. Answer any two of the following (Within 300 words each) 6 x 2

- a) Identify the modes of entry in the international market
- b) Explain the International PLC theory
- c) Compare and contrast between the Absolute and Comparative advantage theory

3. Answer any two of the following (Within 300 words each) 7 x 2

- a) Construct the Institutional Framework for International Trade in India
- b) Examine the functions of IMF and UNCTAD
- c) Summarize the importance of ADB

4. Answer any two of the following (Within 300 words each) 7 x 2

- a) Compare Cross Cultural Behaviour in the context of International Business Environment
- b) Explain the Conflicts and Negotiations in International Business
- c) How do marketing mix decisions affect international businesses?

5. Answer any two of the following (Within 300 words each) 7 x 2

- a) Analyze the stages in the evolution of the international monetary system
- b) Explain the import and export procedures in India
- c) Summarize the documentation procedure for the Import Export Code (IEC)