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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – BBA-Hons-2023
Course Name – International Business
Course Code - BBA60117
(Semester VI)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Recall a social cultural element.
- a) Currency value
- b) Legal tax
- c) Attitude, values, beliefs
- d) Import duty only

(ii) Select which environment deals with laws and regulations and why it is important.
- a) Economic
- b) Technological
- c) Political-Legal
- d) Cultural

(iii) Select the meaning of the internal environment.
- a) Uncontrollable
- b) Always external
- c) Within organisation and controllable
- d) Only legal factors

(iv) Identify the meaning of the micro environment.
- a) Within industry and immediate actors
- b) Global climate
- c) Government policies only
- d) Cultural norms only

(v) Indicate what infrastructure provides to an economy.
- a) Production
- b) Supporting base
- c) Only labour
- d) Only exports

(vi) Identify the impact of political instability on business activities.
- a) Encourages FDI
- b) No effect
- c) Creates risk & uncertainty
- d) Increases profits automatically

(vii) Identify a characteristic of domestic business.
- a) Multiple currencies
- b) Global market
- c) Local legal system
- d) High political risk

(viii) Identify a component of the political-legal environment.
- a) Language
- b) Climate
- c) Consumer taste
- d) Government policies

(ix) Identify a recent trend in world trade.

a) Trade isolation
b) Decline in services
c) End of exports
d) Growth in services trade

(x) Employ trend analysis to study India's foreign trade to identify:

a) Export growth
b) Cultural change
c) Population
d) Education level

(xi) Employ global trade trends to business planning by focusing on:

a) Growing services trade
b) Declining sectors
c) Isolated markets
d) Local demand only

(xii) Apply BOP data to assess trade position.

a) Ignore deficit
b) Analyze current account
c) Avoid statistics
d) Focus on culture

(xiii) Predict trade theory to recommend free trade.

a) Impose barriers
b) Encourage specialization
c) Avoid exports
d) Promote autarky

(xiv) Identify the meaning of bid-ask spread in the foreign exchange market.

a) Difference between spot and forward rate
b) Difference between buying and selling rates
c) Difference between domestic and foreign interest rates
d) Difference between fixed and floating rates

(xv) Apply arbitrage when the same currency is quoted differently in two markets.

a) Ignore price difference
b) Buy low and sell high simultaneously
c) Fix exchange rate permanently
d) Reduce trade volume

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define Business. (3)
3. Distinguish between Domestic Business and International Business. (3)
4. Explain how the Product Life Cycle Theory explains production shifts in the global electronics industry. (3)
5. Explain the Factor Proportion Theory to justify India's export of textiles. (3)
6. Analyze the significance of ASEAN in strengthening regional integration in Southeast Asia. (3)

OR

Differentiate between the functions of the IMF and the World Bank. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Explain the structure and functions of the foreign exchange market. (5)
8. Describe the concepts of forward premium and forward discount. (5)
9. Explain the factors affecting exchange rate determination. (5)
10. Analyze the significance of SAARC in fostering regional cooperation among South Asian countries. (5)
11. Justify speculation in the foreign exchange market and its impact on exchange rate volatility. (5)
12. Analyze the process of trading in spot markets and its implications for market efficiency. (5)

OR

Analyze the factors leading to forward premium and forward discount in currencies. (5)

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