School of Management and Business Studies

Jamia Hamdard

Examination: BBA Semester IV

International Business Environment (BBA –C-15)

Time: 3 Hours **Max. Marks- 75**

Section-A

Attempt any *SIX* questions. **(6X5=30)**

1. Discuss the latest trends and developments in international business.
2. Give a short account of the international legal environment of business.
3. Bring out the elements of culture, together with the impact of each of them on business.
4. Write a note on exporting as a market entry strategy.
5. Explain the objectives and role of the International Development Association (IDA).
6. Give a brief account of international commodity agreements
7. Define technology transfer. Discuss in brief the issues of technology transfer for developing countries.
8. Differentiate between free float and managed float type of exchange rate arrangement.
9. Discuss the impact of FDI on the Indian economy.

Section-B

Attempt any *THREE* questions. **(15X3=45)**

1. Examine the case for and against fixed and flexible exchange rate system.
2. Give a brief account of the differences in the economic environment of business between nations and their implications for business.
3. What is cultural diversity? How to manage it? What are the benefits of managing diversity?
4. Bring out the impact of technology on: (a) Society, (b) Economy, and (c) A plant
5. Discuss the functions and role of IMF.
6. a. What is a free trade area? How is it beneficial to trading partners?

   b. Explain the role of NAFTA in promoting trade among its member countries.