

Roll No.

BBA-602(O)

**B. B. A. (Sixth Semester)
EXAMINATION, 2015**

(Old Course)

Paper Second

INTERNATIONAL BUSINESS

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all questions. All questions carry equal marks.

1. Highlight the role of David Ricardo in explaining the International Business.

Or

Write in detail with the postulates and assumptions of absolute cost theory.

2. Explain why is it very imperative to study political environment before starting International Business with a country.

Or

Social and cultural environment play a very important role in shaping the consumer behaviour. Explain how this phenomenon works in International Business.

3. Write in detail about the prospects and constraints that force a company to take part in International Business.

Or

What are the different modes through a domestic company take part into International Business ?

[2]

4. Define the role of these types of associations which are made to promote religion co-operation :

- (a) FTA
- (b) CU
- (c) CM
- (d) EU

Or

Highlights the role of WTO in promoting International Trade.

5. Write short notes on any *two* of the following :

- (a) Balance of Payment
- (b) Various risks associated with the International Business
- (c) Counter purchase
- (d) Role of SEZ in promoting International Business

602(O)

50