



Yogoda Satsanga Mahavidyalaya

(Established in 1967)

NAAC Accredited B++ (CGPA 2.89)

Affiliated to Ranchi University & registered under 2 (F) & 12 (B) of UGC Act



BBA SEMESTER -VI

PAPER NAME- INTERNATIONAL BUSINESS MARKETS

PAPER CODE - DSE 3B

Short Answer Questions. (5 Marks)

1. What is International Business?
2. What is International Trade?
3. List any four factors that affect International Business/
4. What is domestic company?
5. Write a short note on political risk or legal environment.
6. Why company may go for licencing?
7. What is Networking?
8. What is Franchising?
9. What is On-line marketing?
10. What is copyright?
11. What is Product Policy?
12. What is product–mix?
13. What is Exchange rate?
14. What is cargo risk?
15. What is partnership firms?

Logn answer questions. (15 marks)

1. Define & Explain the Scope of International Market.
2. What is Globalization & what are the challenges for Indian Business in new millennium?
3. What are the various forms of business organizations?
4. What is the Process & determinant of market selection?
5. What are Mergers & Acquisitions-? Name few Mergers in India with foreign companies?
6. Write notes on Networking, Franchising, BPOs & KPOs.
7. Write notes on patents, trademarks & copyright?
8. What is commercial, political, legal, Technological, Social, and cargo risk?
9. What is Exemption on duty and other incentives?
10. What are documents required in international trade?
11. What is Commercial Invoice, letter of credit, bill of Lading, shipping bill & bill of exchange?



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12. What is Special Economic Zone & what are its policies.
13. What are recent trends in wholesale & retailing in International Markets?
14. What is Export- import trade procedure?
15. What are the features, relative merits, demerits of Sole Proprietorship, Partnership firms & Joint stock companies?