

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – December 2025
Programme Name: BBA [ML]
Semester: III

Subject Code: UG32T1305

Subject Name: INTERNATIONAL BUSINESS

Date: 15.12.2025

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. The major driver of globalisation is _____
 - a. Government regulation
 - b. Technological advancement
 - c. Import substitution
 - d. Local monopolies
2. Differences between domestic and international business mainly arise due to _____
 - a. Language and currency
 - b. Technology alone
 - c. Only product diversity
 - d. Internal competition
3. Cultural environment of international business includes _____
 - a. Political systems
 - b. Values, norms, and beliefs
 - c. Tariff structures
 - d. Tax systems
4. Economic factors influencing business include _____
 - a. Political ideology
 - b. Language and culture
 - c. Inflation, income levels, and growth rate
 - d. Weather and geography

5. The term exchange rate means _____

- a. Interest rate charged by banks
- b. Tariff on foreign goods
- c. Rate of import tax
- d. Price of one currency in terms of another

6. A favourable balance of trade means _____

- a. Exports exceed imports
- b. Exports equal imports
- c. No trade occurs
- d. Imports exceed exports

7. GATT stands for _____

- a. Global Agreement on Taxation and Trade
- b. General Agreement on Tariffs and Trade
- c. General Arrangement for Trade and Tariffs
- d. Global Alliance for Tariff Trade

8. Regional integration refers to _____

- a. Only political union
- b. Cooperation among neighbouring countries for trade
- c. Centralized banking
- d. Isolation of markets

9. Global supply chains help in _____

- a. Enhancing efficiency and reducing production cost
- b. Reducing global competition
- c. Restricting outsourcing
- d. Increasing trade barriers

10. The country that attracts the largest FDI inflow is _____

- a. USA
 - b. India
 - c. China
 - d. Brazil
-

Section B

Five Questions of 02 Marks each

11. Write any two major drivers of globalisation.
12. Explain the role of political and legal systems in international business.
13. Describe the main functions performed by the foreign exchange market.
14. What is regional economic integration? Give one example.
15. Explain the concept of risk management in international business.

Section C

Seven Questions of 10 Marks each of which any 05 questions to be answered

16. Briefly explain the role and importance of Multinational Corporations.
17. Discuss the major elements of the international business environment.
18. Discuss any five important theories of international trade and their relevance in modern business.
19. Explain the different levels of regional economic integration.
20. Discuss the role of GATT and its transformation into WTO.
21. Write the major functions and activities performed by SAARC to promote regional development.
22. Explain the different types of international business strategies.

