

B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS-2021 COURSE)

B.B.A. LL.B. (5 Year) Sem - VIII : SUMMER : 2025

SUBJECT: INTERNATIONAL BUSINESS

Day : Thursday
Date : 15/05/2025

S-24975-2025

Time : 02:00 PM-04:30 PM
Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
- 2) All questions carry **EQUAL** marks.

Q.1 A) Mr. Shah wants to enter into International Business, explain him its scope, (12)
benefits and entry modes in international market.

OR

Q.1 B) Discuss the concept of EXIM Policy. Elaborate on the history of EXIM policy (12)
in India.

Q.2 A) Discuss in detail South Asian Association of Regional Co – operation (12)
(SAARC).

OR

Q.2 B) Define international trade. Elaborate the concept of Balance of Trade and (12)
Balance of Payment along with difference.

Q.3 A) Foreign Exchange Markets play a key role in foreign trade. Justify. (12)

OR

Q.3 B) Explain various International Marketing Strategies to enter a new niche area (12)
with examples.

Q.4 A) Who is an Agent? What is his role and responsibilities as Clearing and (12)
Forwarding Agents?

OR

Q.4 B) Discuss the Product Life Cycle Theory of International Trade with relevant (12)
example.

Q.5 Write short notes on: (12)

- a) Exchange Control
- b) North American Free Trade Agreement (NAFTA)

OR

Q.5 Write short notes on: (12)

- a) CHAPS
- b) Globalization
