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Register Number:

Date:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BCOM IFA – VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

(Examination conducted in July-August 2022)

**BC IFA 6519 - International Business**

**Time- 2 ½ hrs Max Marks-70**

**This paper contains 1 printed page and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**2 x 5 = 10 marks)**

1. What is International Business?
2. State any 4 macro factors affecting the business.
3. Expand SAARC.
4. EPRG framework was created by \_\_\_\_\_\_\_\_\_\_\_\_\_and \_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the year \_\_\_\_\_\_\_\_\_\_.
5. Who is a repatriate?
6. What is meant by dumping?

**Section B**

**II.** Answer ***any three*** of the following (**5 x 3 = 15 marks)**

1. Write a detailed note on social and technological environment impacting a business entity.
2. Briefly explain the meaning of anti dumping and measures undertaken by the countries towards the same.
3. Write a detailed note on the pricing and distribution decisions in the international marketing management process.
4. Briefly explain the scope of International Human Resource Management.

**Section C**

**III.** Answer ***any two*** of the following (**15 x 2 = 30 marks)**

1. Explain the following theories in detail with appropriate examples:
2. Mercantile theory **(5 Marks)**
3. Theory of absolute advantage theory. (**5 Marks)**
4. National Competitive advantage theory. (**5 Marks)**
5. Discuss the various types of organisational structures for International Operations.
6. Who is an expatriate? Explain in detail the challenges faced by the expatriates and training given by the companies to combat the same.

**Section D**

**III. Answer the following (15marks)**

1. What is an economic integration? Explain in detail the levels of economic integration with appropriate examples.

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