

Registration Number:

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**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

**B.Com IFA – 4th SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May / June 2024)**

**BCIFA : 4423 International Business**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains \_\_1\_\_\_\_ printed pages and \_\_4\_\_\_ parts**

**Section A**

**I.** Answer ***any five*** of the following (**3 x 5 = 15 marks)**

1. Give the meaning of Regio centric and polycentric approach with an example.
2. What is Globalization?
3. Define International Marketing Environment.
4. What is Offshoring and Outsourcing?
5. Who is an expatriate and repatriate?
6. State any 3 functions of EXIM BANK.

**Section B**

**II.** Answer ***any two*** of the following (**5 x 2 = 10 marks)**

1. Write a short note on drivers of International Business.
2. Briefly explain the barriers to Globalization.
3. Discuss on the strategic advantages and challenges of foreign plants.

**Section C**

**III.** Answer ***any two*** of the following (**10 x 2 = 20 marks)**

1. Explain in detail the selection and training of Expatriates. Enlist any 5 ways of avoiding expat failures.
2. What are the different types of Exports? Explain in detail the Functions and services of EXIM bank.
3. Discuss the Micro and Macro factors affecting the International Business Marketing Environment.

**Section D**

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

1. Illustrate and discuss the meaning, benefits and levels economic integration between the countries.

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