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Register Number:

Date:04-03-2022

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

**UG – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2021**

(Examination Conducted in January 2022)

**BC 5318/BPS 5318: 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 franchising?
2. Differentiate outsourcing and offshoring
3. Expand ASEAN, SAARC.
4. Who is an expatriate?
5. Give the meaning of Managed Floating Rate System
6. What is bill of lading?

**Section B**

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

1. What is economic integration? Explain briefly the various levels of integration.
2. State the main functions of EXIM Bank.
3. Graphically represent the structure of transnational companies
4. What are the limitations of international marketing intelligence?

**Section C**

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

1. What is International Marketing? Explain the Macro components of the international marketing environment with examples.
2. ASEAN also comprises countries regarded as ‘tiger economies’. Analyse the economic significance of this regional group.
3. Explain the meaning of international human resource management and its model. Also discuss the scope of international human resource management.

**Section D**

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

1. Silver Yarn, a Mysore based business started by Ms. Divyanjali, having their head office in Mysore, Karnataka and its branches in other parts of the state would like to export their textile products to other parts of the world but they are in a dilemma if this is the right move.

You are required to

1. Brief Ms. Divyanjali the benefits of exports to companies  **(5 Marks)**
2. What are the different types of exports and the export procedures?**(10 Marks)**

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