SET-3

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS-BBA

Backlog Examination (2025 Pattern) April/ May – 2026 - Semester – I

Subject Name: Basics of International Business Environment **Max. Marks: 25**
Subject Code: 25BBA151T **Time: 1:30 Hrs**

Instructions

- Attempt all the questions

CO	Cognitive Ability	Course Outcome
CO1	**Remember**	**Define**. Explain the basic concepts, nature, and scope of international business.
CO2	**Understand**	**Identify** strategies used by firms to enter and sustain international markets
CO3	**Apply**	**Interpret** the effect of economic, cultural, and political environments on international trade and FDI.
CO4	**Analyse**	**Analyze** the role and functioning of global economic organizations like WTO, IMF, and World Bank

Q:1	**Short Answer** **(5 Marks)** 1. What is one difference between Domestic Business and International Business? 2. Define Joint Venture. 3. State one objective of the IMF. 4. Write the full form of UNCTAD. 5. What does GSP mean?	CO1
Q:2	**Solve any two questions** **(5 Marks)** 1. Relate the importance of international economic organizations such as WTO, IMF, and World Bank in trade development. 2. Explain how trade agreements such as GSP, GSTP, and FTAs promote international cooperation. 3. Illustrate the types and features of Multinational Corporations (MNCs). 4. Compare the impact of MNCs on home and host countries.	CO2

	5. Explain the concept and importance of Technology Transfer in global business.	
Q:3	**Solve any one questions** **(7 Marks)** **1.** Apply your understanding to identify suitable market entry strategies for a firm planning to expand internationally. **2.** Organize the functions of international organizations like UNCTAD and World Bank in supporting developing economies. **3.** Make use of M&A strategies to show how companies can achieve global business growth.	CO3
Q:4	**Solve any one questions** **(8 Marks)** 1. Analyze the factors affecting entry strategy in international business. 2. Examine the relationships between global trade policies and business competitiveness. 3. Examine how economic and cultural factors together shape the functioning of international firms.	CO4

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