

## INDIRA UNIVERSITY, PUNE

## SCHOOL OF BUSINESS-BBA

Term End Examination (2025 Pattern) December – 2025 - Semester – I

Subject Name: Basics of International Business Environment  
Subject Code: 25BBA151T

Max. Marks: 25  
Time: 1:30 Hrs.

## Instructions

- Attempt all the questions

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

Q:1	<p><b>Short Answer ( 1 x 5= 5 Marks)</b></p> <ol style="list-style-type: none"> <li>1. Define International Business.</li> <li>2. What does WTO stand for?</li> <li>3. Define Multinational Corporation (MNC).</li> <li>4. What does FDI stand for?</li> <li>5. Define Culture in a business context.</li> </ol>	CO1
Q:2	<p><b>Solve any two questions (2 X 2.5 = 5 Marks)</b></p> <ol style="list-style-type: none"> <li>1. Explain the scope of International Business with suitable examples.</li> <li>2. Outline the importance of International Business in today's global economy.</li> <li>3. Summarize the factors affecting strategy choice for entering global market</li> </ol>	CO2

	<p>4. Explain how economic and cultural factors influence international business decisions.</p> <p>5. Compare the Domestic Business and International Business environments</p>	
<b>Q:3</b>	<p><b>Solve any one questions ( 1 X 7 = 7 Marks)</b></p> <ol style="list-style-type: none"> <li>1. Construct a plan for an Indian company to enter a foreign market successfully.</li> <li>2. Develop a model showing the role of WTO and IMF in maintaining global trade stability.</li> <li>3. Identify the appropriate international business strategy for a company facing cultural differences.</li> </ol>	CO3
<b>Q:4</b>	<p><b>Solve any one questions ( 1 X 8 = 8 Marks)</b></p> <ol style="list-style-type: none"> <li>1. Distinguish between the roles and functions of WTO, IMF, and UNCTAD.</li> <li>2. Compare the impact of MNCs on developing and developed economies.</li> <li>3. Analyze the effect of cultural differences (Hofstede's dimensions) on international negotiations.</li> </ol>	CO4

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