

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.B.A.- END SEMESTER EXAMINATIONS APRIL - 2024

SEMESTER - II

23UBACT2004 - International Business

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Define international business and discuss its importance in the global economy.
2. Discuss on the involvement of multinational corporations in international business.
3. Discuss the concept of absolute advantage as proposed by Adam Smith.
4. Explain the concept of comparative advantage as developed by David Ricardo.
5. Describe the patterns of foreign investment flows globally.
6. Analyze the relationship between foreign exchange rates and foreign direct investment flows.
7. Explain the role of central banks in the foreign exchange market.
8. Discuss the concept of Foreign Direct investment's impact in the international economy.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Discuss the future trends and challenges facing multinational corporations in the dynamic global business environment.
10. Explain the modern trade theories in detail.
11. Explain the impact of foreign exchange rate on trade and investment flows.
12. Describe the process of currency trading in the foreign exchange market.
13. Describe the main factors influencing foreign direct investment decisions.
