(Please write your Exam Roll No.) Exam Roll No. 01325501724

END TERM EXAMINATION

THIRD SEMESTER [MBA] DECEMBER-2025-JANUARY-2026

Paper Code: BBA-213, BBA(B&I)-215, BBA(CAM)-217, MBG-213 **Subject: Management of International Business**

Time: 3 Hours **Maximum Marks: 60**

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt **any four** of the following questions: **(4x5=20)**

a) Give any two examples of non-tariff barriers in international trade.
b) What is ESG investing and why is it gaining relevance?
c) What is Brownfield Investment? Give an example.
d) Define Reshoring and Nearshoring.
e) What is a Common Market? Provide one real-world example.
f) How does e-WOM influence international consumer buying behavior?
g) Name any two International Institutions that support FDI liberalization and mention their roles.
h) What are Tariff Quotas? How do they regulate import flows?

Q2 Compare and contrast the economic integration levels: FTA, Customs Union, Common Market, Economic Union, with examples. **(10)**

OR

Q3 Analyze the benefits and costsof Foreign Direct Investment from the perspective of both host and home countries. **(10)**

Q4 How can ESG reporting enhance investor confidence in multinational firms? **(10)**

OR

Q5 Evaluate the impact of ESG standards and International CSR frameworks on strategic decisions of multinational companies. **(10)**

Q6 Explain the CAGE Model and how it helps firms assess cross-country market differences before expansion. **(10)**

OR

Q7 Discuss whether digital platforms have reduced entry barriers for international entrepreneurs. **(10)**

Q8 Analyze the benefits and disadvantages of Foreign Direct Investment from the perspective of both host and home countries. **(10)**

OR

Q9 Explain the concept of Economic Indicators and how fluctuations in exchange rates and inflation influence international investment decisions. **(10)**

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