Register No: ___________________

THE KAVERY ENGINEERING COLLEGE

(An Autonomous Institution)

UG/PG DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL/MAY 2026

Third Semester

Master of Business Administration

BA4302 - INTERNATIONAL BUSINESS

Regulations – 2021

Duration : 3 Hrs | *Maximum : 100 Marks*

*PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)*

Q.No	Questions	BTL	CO	Marks
1.	Define International Business.	L1	1	2
2.	Interpret the role of IMF.	L2	1	2
3.	Infer the meaning of Foreign Direct Investment.	L2	2	2
4.	Infer about Balance of Payment.	L2	2	2
5.	Recall the term global portfolio management.	L1	3	2
6.	List out any two importance of performance evaluation system.	L1	3	2
7.	Explain about scale of operation.	L2	4	2
8.	List the types of exchange rate regimes.	L1	4	2
9.	Summarize the disadvantages of international business.	L2	5	2
10.	Recall the term negotiation.	L1	5	2

*PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)*

Q.No			Questions	BLT	CO	Marks
11.	a		Summarize the nature and importance of changing environment in international business with illustrations.	L2	1	16
			Or			
	b	i	Explain the principles of UNCTAD as an international institution with examples.	L2	1	8
		ii	Illustrate the roles of IMF and IBRD in International business management system.	L2	1	8
12.	a		Construct the theories of international trade and investment with illustrations.	L3	2	16
			Or			
	b		Develop various steps involved in product life cycle through international business management.	L3	2	16
13.	a	i	Develop various Global entry strategies through different forms in international business.	L3	3	8
		ii	Summarize the benefits of international business.	L3	3	8
			Or			
	b		Apply organizational issues through framing organizational structure in international business.	L3	3	16

14.	a		Analyze the issues in global supply chain management through international business management.	L4	4	16
			Or			
	b		Appraise various factors influencing in channel management in international marketing with illustrations.	L4	4	16
15.	a	i	Appraise the selection process of expatriate managers in international business.	L5	5	8
		ii	Evaluate different types of training and development practices given to the employees in International business.	L5	5	8
			Or			
	b		Assess various issues of conflict management in international business with substantial evidences.	L5	5	16