

ARYAN COLLEGE
5 YEARS SCANNER BBA-III INTERNATIONAL BUSINESS MANAGEMENT

Unit-I- International Business Management : An Overview,

1. Discuss nature and theories of international business. (2017)
2. Enumerate product policies and distribution channels (2017)
3. Describe the various modes of entering overseas market. Discuss advantages and disadvantages of all. (2016)
4. Discuss the role of distribution channels in International Business. What channel of distribution will best suit an Indian Jewellery Manufacturer exporting in all European countries? (2016)

Unit-II- Pricing Decisions, Promotion, EPRG Framework, International Tendering.

1. Explain international marketing process and techniques. (2017)
2. Discuss procurement system for exports with suitable examples. (2017)
3. Describe export information system with suitable illustrations. (2017)
4. Advertising in different countries requires research and demographic study. Do you agree? Support your answer with details and examples. (2016)
5. What is Export Information System? Describe it for a School Uniform Material Export firm based at India, manufacturing at India, Bangladesh and Sri Lanka and exporting in African and European Countries. (2016)
6. Write a details note on EPRG framework in international operations. (2016)

Unit-III- Int. Accounting, Finance, HRM, Production, Logistics, Forex, Financial Institution.

1. Explain international finance and foreign exchange. (2017)
2. Discuss international human resource management decision. (2017)
3. Write short notes: (2016)
 - a. International Accounting
 - b. Foreign Exchange
4. Critically analyse the various International Financial Institutions. (2016)