

Mid-West University  
**Examinations Management Office**  
Surkhet, Nepal  
End-Semester Examinations-2082  
Bachelor of Business Studies (BBS)  
Semester - VII

Subject: International Business Environment

Course Code: MGMT 472

Full Marks: 60 Pass Marks: 30

Time: 3: 00 Hours

*You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.*

**SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)**

Answer **ALL** the questions.

1. Write any four advantages of globalization.
2. Identify major objectives of BIMSTEC.
3. Explain the meaning of 'Comparative Advantages Theory.'
4. Explain the various process of identification of international market.
5. What is the product life cycle theory of international trade?
6. Explain about any four objectives of promotional strategy in international business.
7. Outline any four functions of ASEAN.
8. Explain the major assumptions of the Heckscher-Ohlin model.
9. Write any five major functions of World bank.
10. Explain the concept of balance of payment in Nepalese context.

**SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)**

Answer any **THREE** questions.

11. Explain the concept and significance of international business. [4+4]
12. What are the various factors that leads to globalizations? Examine the various challenges of globalizations. [5+3]
13. Explore the historical evolution of International business and also explain the key features of each stages of historical evolution of International business. [4+4]
14. Explain about the factor proportion theory of international trade. [3+5]
15. What are the determinants of foreign exchange rate? Explain each determinant in details. [3+5]

**SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)**

Answer any **TWO** questions.

16. Identify and report the various international Marketing strategies related to product development and sales promotion. Compare and contrast with each other. [3+3+7]
17. What are the major components of international business environment? Explain in detail the forces of economic system. [6+7]
18. Explain the objectives and functions of the World Trade Organization (WTO) in relation to international business and globalization. [5+8]

**THE END**