

Roll.No.

25UBAAT3003

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 - NOVEMBER 2025
SEMESTER - III

25UBAAT3003 - International Business

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Define international business and explain its scope.
2. Explain the differences between Greenfield and Brownfield FDI with examples.
3. Apply the CAGE model to assess barriers in international business expansion.
4. Explain how trade blocs influence international business decisions with suitable examples.
5. What are non-tariff barriers? Illustrate with examples.
6. Discuss the significance of ESG (Environmental, Social, and Governance) in international business.
7. Explain the role of digital platforms in reshaping international business during the pandemic.
8. Evaluate the implications of Brexit on international trade and business law.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Discuss the stages of internationalization using the EPRG framework.
10. Analyze the benefits and costs of Foreign Direct Investment for host countries.
11. Critically evaluate the impact of regional economic integration on global business.
12. Apply the concept of Born Global Firms to explain modern entrepreneurship trends.
13. Assess the impact of the COVID-19 pandemic on reshoring and near-shoring trends in international business.
