

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2016; AFFILIATED COLLEGES
INTERNATIONAL BUSINESS; BA (H)-612 (PART B)
BBA – VIII

Date: July 13, 2016

Max Time: 90 Mins

Max Marks: 30

INSTRUCTION

- 1. Attempt any THREE questions. Answers must be given relevant and to the point.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q1 a) Briefly discuss the main instruments of trade policy.

Q1 b) How business firms can play vital role in international trade? Explain.

Q2 a) Distinguish between tariffs and non – tariff barriers. Provide examples to illustrate your answer.

b) Explain the relationship between government intervention and protectionism. What are the rationales for intervention?

Q3 a) Describe the types of International Business Strategy?

b) The best strategy for a firm to pursue often depends on a consideration of the pressures for cost reductions and for local responsiveness. Explain.

Q4 Define the following terms

- a) Letter of Credit
- b) Reserves
- c) Trade Credit
- d) MNC's Corporation
- e) Bill of Exchange
- f) Free on Board
- g) Black Marketing
- h) Cost and Freight

END OF SUBJECTIVE PAPER