

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
**UNIVERSITY OF KARACHI**  
**FINAL EXAMINATION DECEMBER 2016; AFFILIATED COLLEGES**  
**INTERNATIONAL BUSINESS: BA (H) – 612**  
**BBA – VIII**

**Date: January 5, 2017**

**Max Time: 2 Hrs**

**Max Marks: 40**

- 1. Attempt all Questions. Do not write anything on the question paper.**
- 2. Mobile Phone(s) 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 Explain entry level strategies & why Franchising is increasing day by day internationally.

Q2 What are the key performance characteristics of IMF?

Q3 Discuss the concept of hedging & speculation in business & the significance of foreign exchange in international business.

Q4 Write short notes on any two of the following:

- i- Embargo
- ii- Currency Swap
- iii- Standardization vs. Adaptation

**END OF SUBJECTIVE PAPER**