

College Name: _____

Seat No: _____ Student's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION DECEMBER 2017; AFFILIATED COLLEGES
INTERNATIONAL BUSINESS; BA (H)-612 / BA(BS)-622
BBA – VIII**

Revised Date: January 20, 2018

Max Time: 3 Hrs

Max Marks: 60

INSTRUCTIONS:

- 1. Attempt any 5 questions. Do not write anything on the question paper. EXCEPT the initials mentioned above.**
- 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 Explain why the company might want to establish a wholly-owned subsidiary rather than licensing agreement. What are the pros and cons of a wholly-owned subsidiary?
- Q2 Identify the major factors that would make country risky for the company; explain why these factors are especially important for this company?
- Q3 Explain Adam Smith's theory of absolute advantage. How does Ricardo's theory of comparative advantage differ from theory of absolute advantage?
- Q4 "The whole universe is a potential market for your products". Discuss the various market entry strategies that need to be evolved to exploit this potential.
- Q5 What are the barriers to international trade? List and explain all the types of barriers to international trade.
- Q6 Explain the functions of WTO. Describe the dispute resolution mechanism of WTO.
- Q7 Write short notes on any three of the following:
a) TRIPS and TRIMS
b) Types of LIC's
c) Asian Development Bank (ADB)
d) Globalisation
e) Cultural Risk in International Business.

END OF EXAM PAPER