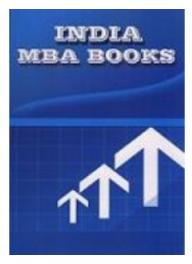
BBA-302 INTERNATIONAL BUSINESS



Brand: Mehta Solutions **Product Code:** BBA 302

Weight: 0.00kg

Price: Rs500

Short Description
JAIPUR NATIONAL UNIVERSITY BBA-302 INTERNATIONAL BUSINESS

Description

BBA-302 INTERNATIONAL BUSINESS SOLVED PAPERS AND GUESS

Product Details: BBA-302 INTERNATIONAL BUSINESS

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other JNU University book solutions now mehta solutions brings top solutions for **JNU University BBA-301 FINANCIAL MANAGEMENT book** contains previous year solved papers plus faculty important questions and answers specially for JNU University .questions and answers are specially design specially for JNU University students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

INTERNATIONAL BUSINESS Objective: To equip the students about the global scenario of business & to give knowledge

about the art of managing business across domestic borders.

Module I: International Business: Meaning, Domestic V/S I.B., Scope of I.B. Role of I.B.

Driving forces of I.B. Forces restricting I.B.

Module II: Global market entry strategies: Trading company, licensing, Franchising, FDI,

Mergers and acquisition.

Module III: International Business Environment: Nature, Theories o International Trade, Ricardo's

Theory, Heckscher-Ohlin Theory

Module IV: Culture: Definition, components, Imperatives. Political Environment: Political

Systems, Major Political objective –

Module V: Legal Environment: Laws relating to IB, Market entry laws, Product liabilities, warranties.

Module VI: Global Economic Environment: Decision concerning global manufacturing and

materials management, managing global supply chains, product and branding decisions, distribution channels, international promotion mix and pricing decisions, counter trade.

Module VII: International Trade: World Trading Patterns, Trade Theories, Absolute Advantage, Comparative Advantage, Modern theory. Barriers to World Trade, free trade vs

protection tariff, Quotas. WTO,

Module VIII: Regional Integration: Foreign Direct Investment-Reasons, Volume and directions.

Module IX: International Institutions: IMF, International Liquidity and SDRs, IBRD, IFC, IDA, ADB.

Module X: Foreign Exchange: Meaning, Types, Determination of Exchange Rates,

Balance of Trade vs Balance of Payment. Methods to correct adverse balance of Payment

Module XI: Multinational Enterprises: Meaning of International Corporations, Role and importance of Multi-national corporations in international business

Module XII: Foreign Exchange Market: Meaning of Exchange Rate, Determination of Exchange rate – Fixed, Flexible and, Managed.

Module XIII: International Financial Management: Balance of Trade and Balance of Payments,

International Monetary Fund (IMF) – Objectives and functions, World Bank – Objectives and Functions.

Module XIV: Regional Economic Grouping: Evolution, structure and functions, North Atlantic Free Trade Agreement (NAFTA), South Asian Association for Regional Cooperation,

(SAARC), European Union (E.U.), World Trade Organization (WTO)

Module XV: India's Foreign Trade: Composition and direction of India's Foreign Trade since 1991, Current Foreign Trade Policy of India. (2004-09), Role of Special Economic Zones

(SEZs) in International, Business.

Details

- 1. Books by courier
- 2. Delivery in 5-7 days
- 3. Courier india only
- 4. Rating of product : largest selling