

Q-8 Discuss various factors which are responsible for growth in international business. Give the importance or gains from international trade.

As-1 International business is defined as the transaction that are carried out across national borders to fulfill the objectives of individual companies and organizations. The different modes by which international business is being done are import export trade foreign direct investment licensing franchising and management contracts.

1 Brief History of International Business.

International business is not a new phenomenon but has been practiced around the world for thousands of years. Through the routes established in the Mediterranean the Phoenicians.