

E 6177

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Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2018

First Semester

GLOBAL BUSINESS ENVIRONMENT

(Common for B.B.A. and B.B.M.)

(2013 to 2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

*Answer all questions.
Each question carries 1 mark.*

Define the following :—

1. LPG.
2. Business environment.
3. Small scale industries.
4. OPEC.
5. Balance of Payments.
6. Anti dumping.
7. Trade barriers.
8. Strategic Alliance.
9. Expatriate management.
10. Objectives of FEMA.

(10 × 1 = 10)

Part B

*Answer any eight questions.
Each question carries 2 marks.*

11. Outline the strengths and weaknesses of Indian economy.
12. Explain the impact of technological development on Business.
13. What are the current ethical issues associated with Global environment of business ?
14. What laws are relevant to business operating internationally ?
15. What are the main legal systems for International business ?

Turn over

16. The GATT and the World Trade Organization (WTO) both seek to promote trade, reduce tariffs, and adjudicate disputes. How is the GATT different from the WTO ?
17. What are the factors determining global strategy of multinational firms ?
18. State the social responsibilities of global organization.
19. Explain the factors determining in Exchange rate ?
20. Why do firms prefer FDI over exporting or Licensing ?
21. Discuss the regional trade Blocks ?
22. Compare and contrast the theory of absolute cost advantage and the theory of comparative cost advantage ?

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. What challenges and risks do cultural issues present to an international business and how can these be managed ?
24. What is trade deficit ? What are its significance ?
25. Distinguish between World Bank and ADB ?
26. How do you think a country might make the shift from a centrally planned to a more market-based economy ?
27. Explain the international trade barriers in Indian Business ?
28. What are the objectives of global integration ?
29. Do you think that the present economic environment is favorable to business? Discuss and give your suggestions.
30. State the roles of information system in international business systems.
31. Discuss about the export procedures and document.

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

32. Elucidate the political economic and cultural environment of international business with real world example.
33. What is OPEC ? Explain the objectives and functions.
34. Discuss about the inter-region trade among regional groups ?
35. Elucidate the role of negotiations in international business with example.

(2 × 15 = 30)