

E 4341

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Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2016

First Semester

GLOBAL BUSINESS ENVIRONMENT

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

[2013 Admission onwards]

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each question carries 1 mark.

1. What is micro environment ?
2. What are trade blocks ?
3. What is globalisation ?
4. What are non-tariff barriers ?
5. What is IBRD ?
6. What is cultural lag ?
7. What is GATT ?
8. What do you mean by commodity agreement ?
9. What is trade deficit ?
10. Who are expatriates ?

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. Discuss how the environment affects business.
12. What is dumping and anti-dumping ?
13. What is the role of IME in Indian business ?
14. Explain the economic indicators of business.
15. What is disinvestment ?
16. What do you mean by global village ?
17. What is Free Trade Area ?

Turn over

18. What are import procedures ?
19. How is GDP calculated in India ?
20. What is economic integration ?
21. What are visible and invisible exports ?
22. What is embargo ?

(8 × 2 = 16)

Part C

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

23. What is devaluation ? How is it related to globalisation ?
24. What are the objectives of OPEC ?
25. Explain the factors constituting a business external environment.
26. What are the advantages of globalisation in Indian society ?
27. What is ASEAN Summit ?
28. What are the functions of IEC ?
29. What are the objectives of India's industrial policy ?
30. Explain dumping margin.
31. Bring out the elements of the cultural environment of business.

(6 × 4 = 24)

Part D

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

32. Discuss the legal and political factors promoting and obstructing growth of Indian business.
33. Explain the antidumping measures of Indian Government.
34. Describe the role of international institutions in moving Indian business to the global environment.
35. Explain the impact of globalisation on Indian agricultural industry.

(2 × 15 = 30)