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B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2017

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. Macro Environment.
2. Technological Environment.
3. GATT.
4. Tariff Barriers.
5. Anti-Dumping.
6. IBRD.
7. Franchising.
8. IDA.
9. FDI.
10. TRIMS.

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. Explain the term Business Environment.
12. What is WTO ?
13. What are MNCs ?
14. What are disinvestments ?
15. What are TRIPs ?

Turn over

- ✓ 16. State the objectives of IMF.
- ✓ 17. Write a note on SDR.
- ✓ 18. What is liberalisation ?
- ✓ 19. Write a note on World Bank.
- ✓ 20. What is SAPTA ?
- ✓ 21. Explain Dumping.
- ✓ 22. Differentiate between internal and external environment.

(8 × 2 = 16)

Part C

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

- 23. Examine the impact of technology on globalisation.
- 24. Examine the benefits and drawbacks of WTO.
- 25. Give a brief account of the anti-dumping measures under WTO.
- 26. Write a note on UNCTAD.
- 27. Give a brief account of International Finance Corporation.
- 28. Give a brief account of the important Non-tariff trade barriers.
- 29. Write a note on commodity agreement.
- 30. Discuss the important globalisation strategies employed by Indian Companies.
- 31. What is Privatisation ? What are its merits and demerits ?

(6 × 4 = 24)

Part D

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

- 32. Discuss the rationale of globalisation. What is the impact of globalisation on Indian economy ?
- 33. What are trading blocks ? Discuss their advantages and limitations ?
- 34. What is ADB ? Explain its objectives, functions and performance.
- 35. Highlight importance of politico-legal environment for business. Discuss critical elements of politico-legal environment.

(2 × 15 = 30)