

E 2563

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Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2015

First Semester

GLOBAL BUSINESS ENVIRONMENT

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

[2013 Admission onwards]

Maximum : 80 Marks

Time : Three Hours

Part A

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

Define the following :

1. Balance of Trade.
2. SDR.
3. Strategic Alliance.
4. Trade surplus.
5. Anti dumping.
6. Trade block.
7. TRIM.
8. Managed floating rate.
9. ASEAN.
10. FERA.

(10 × 1 = 10)

Part B

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

11. Discuss about the export procedures and document.
12. Elucidate the structural design of MNE's.
13. What is Performance measurement ?
14. Discuss global strategic management.
15. What is Investment flow ?
16. What is a free trade regime ?

Turn over

17. Differentiate FDI with FII.
18. Discuss factor proportion theory.
19. Explain cultural diffusion.
20. What is OTC market ?
21. Discuss the forms of International business.
22. Explain the factors causing conflict.

(8 × 2 = 16)

Part C

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

23. Write a note on India's Trade policy.
24. Discuss the role of negotiations in international business.
25. Discuss the various organizational structures of MNC's.
26. Explain the economic theories in international Business.
27. Explain WTO and mention its features.
28. Discuss the ethical issues in International Business.
29. Explain different stages of negotiation.
30. What is economic Integration ?
31. What is the need for export promotion ?

(6 × 4 = 24)

Part D

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

32. Discuss about various types of exchange rate systems and state the factors determining exchange rate.
33. Explain the documents needed in an export shipment and the process involved in it.
34. Analyse the steps taken by Indian government to globalize the economy.
35. How does political environment influence international Business ?

(2 × 15 = 30)