

E 1214

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Reg. No.....

Name.....

**B.B.A./B.B.M. DEGREE (CBCSS) EXAMINATION  
NOVEMBER 2010**

**First Semester**

**GLOBAL BUSINESS ENVIRONMENT**

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

Time : Three Hours

Maximum Weight : 25

**Part A**

*Answer all questions.*

*Each bunch carries weight 1.*

**BUNCH I**

1. The GATT came into existence on \_\_\_\_\_.
2. TRIPS means \_\_\_\_\_.
3. \_\_\_\_\_ is the economic system which is usually closely related to market economies.
4. The extent of poverty in a community with different features of deprivation in the quality of life can be measured using \_\_\_\_\_.

**BUNCH II**

5. SAARC means \_\_\_\_\_.
6. NAFTA means \_\_\_\_\_.
7. ASEAN means \_\_\_\_\_.
8. SAPTA means \_\_\_\_\_.

**BUNCH III**

9. IMF was established in \_\_\_\_\_.
10. \_\_\_\_\_ is popularly known as paper gold.
11. \_\_\_\_\_ is popularly known as World Bank.
12. The situation characterised by the price rise together with stagnant level of economic activities is called \_\_\_\_\_.

**BUNCH IV**

13. Devolution is resorted to encourage \_\_\_\_\_.
14. \_\_\_\_\_ is called the soft loan window of the IBRD.
15. \_\_\_\_\_ is a joint-venture of IBRD and IFC.
16. UNCTAD means \_\_\_\_\_.

(4 × 1 = 4)

**Turn over**

**Part B**

*Answer any five out of eight questions.*

*Each question carries a weight 1.*

17. What is micro environment?
18. What are TRIMs?
19. What is meant by FDI?
20. What do you mean by privatisation?
21. What is a mixed economy?
22. What is intermittent dumping?
23. Explain 'Tariffs'.
24. What are trading blocks?

(5 × 1 = 5)

**Part C**

*Answer any four out of six questions.*

*Each question carries a weight 2.*

25. What are the functions and objectives of WTO?
26. What are the objectives and impacts of dumping?
27. What are the important functions of IMF?
28. Write a note on political environment.
29. What is globalisation? Mention its features.
30. Explain the Competition Act 2002.

(4 × 2 = 8)

**Part D**

*Answer two out of three questions.*

*Each question carries a weight 4.*

31. What is social and cultural environment? Analyse the impact of social and cultural factors on the global business.
32. Bring out the arguments for and against the India's membership of WTO.
33. Analyse the steps taken by Indian Government to globalise the economy.

(2 × 4 = 8)