

E 2627

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Reg. No.....

Name.....

**B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2011**

**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. WTO was established on \_\_\_\_\_.
2. TRIMs means \_\_\_\_\_.
3. \_\_\_\_\_ is the economic system in which the means of production are owned and operated for the public by the Government.
4. Banks dealing exclusively with the import and export of goods are known as \_\_\_\_\_.

**Bunch II**

5. OPEC means \_\_\_\_\_.
6. EEC means \_\_\_\_\_.
7. Expand SAARC \_\_\_\_\_.
8. UNCTAD means \_\_\_\_\_.

**Bunch III**

9. IBRD was established in \_\_\_\_\_.
10. Headquarters of Asian Development Bank is situated at \_\_\_\_\_.
11. SDR stands for \_\_\_\_\_.
12. Government carry out monetary policy through \_\_\_\_\_ Banks.

**Bunch IV**

13. MIGA means \_\_\_\_\_.
14. International Finance Corporation was established on \_\_\_\_\_.
15. IDA stands for \_\_\_\_\_.
16. FEMA means \_\_\_\_\_.

(4 × 1 = 4)

**Turn over**

**Part B**

*Answer any five out of eight questions.  
Each carries a weight 1.*

17. What is macro environment ?
18. What are TRIPs ?
19. What are MNCs ?
20. What is meant by MRTP ?
21. What is an Industrial policy ?
22. What is dumping ?
23. State the objectives of IMF.
24. What do you mean by 'Free Trade Area' ?

(5 × 1 = 5)

**Part C**

*Answer any four out of six questions.  
Each carries a weight 2.*

25. What are the differences between GATT and WTO ?
26. Discuss various anti-dumping measures.
27. What are functions of ADB ?
28. Write a note on social and cultural environment.
29. What are the essential conditions for globalisation ?
30. What are the demerits of the disinvestment policy ?

(4 × 2 = 8)

**Part D**

*Answer any two out of three questions.  
Each carries a weight 4.*

31. What is business environment ? Explain the different factors of international business environment.
32. What is privatisation ? What are the arguments for and against privatisation ?
33. Is globalisation desirable ? Discuss the advantages and disadvantages of globalisation.

(2 × 4 = 8)