

E 4818

(Pages : 2)

Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2012

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 of four questions carries a weight of 1.

Bunch I

1. Expand FTP.
2. Expand LPG regime.
3. ASEAN means ———.
4. Expand MRTP.

Bunch II

5. ——— was established from the view that WTO, IMF and World Bank were not properly organized to handle the problems of developing country.
6. Expand TRIPS.
7. GATT came into being in 1947 as a result of ——— agreement.
8. MIGA means ———.

Bunch III

9. ——— banks deals exclusively with import and export of goods.
10. What is meant by consumer protection ?
11. Define business.
12. Give a reason for inflation.

Bunch IV

13. State the Law of demand.
14. What is business ethics ?
15. Tariff negotiations means ———.
16. India's share in world exports is measured by ———.

(4 × 1 = 4)

Turn over

Part B

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

17. Mention any *four* founder members of OPEC.
18. What is the vision of IFC ?
19. State any *two* functions of stock exchange.
20. List two ways of how GATT is different from WTO.
21. Define countervailing duty.
22. What is deflation ?
23. What do you mean by industrial sickness ?
24. What is the primary purpose of IMF ?

(5 × 1 = 5)

Part C

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

25. Explain the role of ECGC.
26. Explain the functions of world bank.
27. Write a brief note on Kyoto Protocol.
28. What is the need for sustainable business development ?
29. What is oil crisis and briefly explain its impact on business ?
30. What does regional unbalance refer to ?

(4 × 2 = 8)

Part D

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

31. Explain traditional and social set up factors affecting business environment.
32. What does macro environment refer to ? List out the factors affecting macro environment and list few examples of macro environment influences.
33. Explain in brief, the environmental factors affecting business.

(2 × 4 = 8)