

**E 6973**

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Reg. No.....

Name.....

**B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2013**

**First Semester**

**GLOBAL BUSINESS ENVIRONMENT**

(Common for BBA and BBM)

[2013 Admission]

Time : Three Hours

Maximum : 80 Marks

**Part A**

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

Define the following :—

1. External environmental to business.
2. ASEAN agreement.
3. Anti dumping.
4. LPG.
5. IBRD.
6. Cultural environment.
7. Objective of Industrial Policy of India government.
8. Trade barriers.
9. Commodity trading.
10. Micro environment.

(10 × 1 = 10)

**Part B**

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

11. Explain the impact of technological development on business.
12. Discuss the significance of globalisation in today's business environment.
13. Bring out the non-tariff barriers.
14. Describe the role of World Bank in Indian Business.
15. What are the advantages of trade agreements ?
16. How a business get influenced by its internal environment.

**Turn over**

17. Is dumping injurious to Indian Business ? How ?
18. Mention some limitations in globalising Indian business.
19. Discuss the role of IMF in promoting Indian business.
20. What are the objectives of global integration ?
21. Explain the problems in GATT agreement.
22. What do you mean by trade blocks ?

(8 × 2 = 16)

### Part C

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

23. External environment of a business constitutes uncontrollable elements. Do you agree ? Explain.
24. One of the major problems that India face after globalisation is dumping from developed countries. Discuss suitable example.
25. Explain the international trade barriers in Indian Business.
26. Describe the advantages and limitations of Globalisation.
27. Discuss the role of ADB in Indian Business.
28. Explain how dumping injury can be measured.
29. Distinguish between IMF and World Bank.
30. What is trade deficit ? What are its significances ?
31. Bring out the changes in international trading environment after ASEAN agreement.

(6 × 4 = 24)

### Part D

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

32. How do you look at the globalisation of Indian Business. Take an example and explain.
33. Describe the salient features of WTO agreement.
34. What do you mean by stake holder ? Who are the stake holders of Indian business ?
35. What is OPEC ? Explain the objectives and functions of OPEC.

(2 × 15 = 30)