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Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

MS3ET05 Global Business Environment

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. In PESTEL analysis, T stands for- **1**
(a) Transfer (b) Total
(c) Technology (d) Timing
- ii. In Porter's model of analysis, forces are- **1**
(a) 2 (b) 5 (c) 3 (d) 6
- iii. Tariff Barriers are- **1**
(a) Non-monetary (b) Excise Duty
(c) Custom (d) Monetary
- iv. In counter trade- **1**
(a) Goods are exchanged
(b) Services are exchanged
(c) Hard currencies are exchanged
(d) Goods and Services are exchanged
- v. In SAFTA, T stands for- **1**
(a) Technology (b) Time
(c) Transfer (d) Trade
- vi. ASEAN is a- **1**
(a) Political and Economical union
(b) Part of European union
(c) Nuclear union
(d) Arabian union
- vii. Host country is the country- **1**
(a) where the FDI goes (b) Where FDI emanates
(c) Not related with FDI (d) None of these

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- viii. New Market Entry Strategies- **1**
(a) Agreement (b) Contracting
(c) Compromising (d) Licensing
- ix. Transaction exposure refers to- **1**
(a) Export risk (b) Import risk
(c) Contract risk (d) Currency risk
- x. Exchange rates are determined by- **1**
(a) Government (b) Public
(c) Market forces (d) Central bank
- Q.2 i. Provide a general framework for analysing International Business Environment. **2**
ii. Differentiate between domestic and global business environment. **3**
iii. Discuss the impact of Socio-cultural factors on International business decisions. **5**
- OR iv. Discuss the factors affecting global business environment. **5**
- Q.3 i. Discuss Protectionism with respect to World Trade. **2**
ii. Explain the tariff and non-tariff barriers with examples. **8**
- OR iii. Discuss major trends of Global Trading Environment. **8**
- Q.4 i. Discuss the role of ASEAN in regional economic development. **3**
ii. Discuss the role of SAARC in regional economic development. **7**
- OR iii. Explain the concept of Regional Economic Co-operation and Integration among Countries. **7**
- Q.5 i. Explain the concept and objectives of Multinational Corporations. **4**
ii. What are the types International Technology Transfers? Explain. **6**
- OR iii. Describe some of New Market Entry Strategies of MNCs. **6**
- Q.6 Attempt any two:
i. Discuss about Fixed and flexible exchange rate system. **5**
ii. Discuss about various participants in the Foreign exchange markets. **5**
iii. How are exchange rates determined? **5**
