

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec 2024

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.

		Marks	BL	PO	CO	PSO
Q.1	i. Which framework is used for the analysis of macro environmental factors?	1	2	1, 11, 12	3	
	(a) SWOT analysis (b) Case analysis					
	(c) PESTEL analysis (d) None of these					
	ii. The following are examples of economic factors except:	1	2	1, 11, 12	3	
	(a) Economic growth					
	(b) GDP					
	(c) Interest rate					
	(d) Trade restrictions and tariffs					
	iii. Which of the following is a tariff barrier in international trade?	1	2	1, 3, 11, 12	4	
	(a) Labour laws & environmental laws					
	(b) Import quotas					
	(c) Custom duties					
	(d) Anti-dumping laws					
	iv. Which of the following is not a non-tariff barrier?	1	2	1, 11, 12	4	
	(a) A quota on apparel.					
	(b) A tax equal to 12% of value on imported oil.					
	(c) A voluntary export restraint on cars.					
	(d) A regulation requiring government agencies to favour domestically producers					

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v.	NAFTA is an example of which of the following? (a) Common market (b) Free trade area (c) Economic union (d) Customs union	<b>1</b>	1	1, 3, 11, 12	4
vi.	SAPTA' is related to _____. (a) Education (b) Trade (c) Security (d) Environment	<b>1</b>	1	1, 3, 11, 12	1, 5
vii.	The _____ is a market entry strategy best fit for organizations that have a low need for adaptation, such as the food industry or organizations with a unique concept. (a) Franchising (b) Indirect exporting (c) Joint venture (d) Partnership	<b>1</b>	1	1, 3, 11, 12	1, 5
viii.	_____is the process of sending products or goods into the international market. It can be done either directly or indirectly through the use of a middleman: (a) Turnkey (b) Exporting (c) Joint venture (d) Partnership	<b>1</b>	2	1, 3, 11, 12	1, 3, 5
ix.	Exposure due to trade transaction is _____. (a) Economic exposure (b) Translation exposure (c) Transaction exposure (d) All of these	<b>1</b>	2	1, 3, 11, 12	1, 3, 5
x.	The exposure of the MNC consolidated financial statement to exchange rate fluctuation is known as _____. (a) Economic exposure (b) Translation exposure (c) Transaction exposure (d) All of these	<b>1</b>	2	1, 3, 11, 12	1, 3, 5

Q.2	i. What is global business environment?	<b>2</b>	2	1, 11, 12	1
	ii. Discuss the impact of global environment on the international business decisions.	<b>8</b>	3	1, 11, 12	1
OR	iii. Explain in detail the concept of PESTEL analysis.	<b>8</b>	2	1, 11, 12	1, 3

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Q.3	i. What is countertrade?	<b>2</b>	2	1, 2, 11, 12	1, 4
	ii. What are the major trends and development in world trade in goods and services?	<b>8</b>	2	1, 2, 11, 12	1, 4, 5
OR	iii. Explain the various tariff and non-tariff barriers in international business?	<b>8</b>	2	1, 2, 11, 12	1, 2, 4
Q.4	i. What is regional economic co-operation?	<b>2</b>	2	1, 3, 9, 11, 12	1, 3, 4
	ii. Explain the different levels of integration between countries.	<b>8</b>	2	1, 3, 9, 11, 12	1, 3, 4
OR	iii. Briefly discuss NAFTA, ASEAN, EFTA & SAARC?	<b>8</b>	3	1, 3, 9, 11, 12	1, 3, 4
Q.5	i. Discuss the international technology transfers.	<b>2</b>	3	1, 3, 9, 11, 12	1, 3, 4
	ii. Describe the various entry strategies adopted by MNC.	<b>8</b>	2	1, 3, 9, 11, 12	1, 3, 4
OR	iii. What is FDI? Explain its impact on Indian economy.	<b>8</b>	2	1, 3, 9, 11, 12	1, 3, 4
Q.6	Write short note on any two:				
	i. Foreign exchange market	<b>5</b>	2	1, 3, 12	1, 3
	ii. Economic exposure	<b>5</b>	2	1, 3, 12	1, 3
	iii. Transaction exposure	<b>5</b>	2	1, 3, 12	1, 3

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**Marking Scheme**  
**MS3ET05 (T) Global Business Environment (T)**

Q.1	i) c) <b>PESTEL Analysis</b>	<b>1</b>
	ii) d) <b>Trade restrictions and tariffs</b>	<b>1</b>
	iii) c) <b>Custom duties</b>	<b>1</b>
	iv) b) <b>A tax equal to 12% of value on imported oil.</b>	<b>1</b>
	v) b) <b>Free trade area</b>	<b>1</b>
	vi) b) <b>Trade</b>	<b>1</b>
	vii) a) <b>Franchising</b>	<b>1</b>
	viii) b) <b>Exporting</b>	<b>1</b>
	ix) c) <b>Transaction Exposure</b>	<b>1</b>
	x) b) <b>Translation Exposure</b>	<b>1</b>
Q.2	i. What is Global Business Environment? <b>meaning (2 marks)</b>	<b>2</b>
	ii. Discuss the impact of global environment on the International business decisions? <b>as per explanation (8 marks)</b>	<b>8</b>
OR	iii. Explain in detail the concept of PESTEL analysis? <b>as per explanation (8 marks)</b>	<b>8</b>
Q.3	i. What Is Countertrade? <b>meaning (2 marks)</b>	<b>2</b>
	ii. What are the major trends and development in world trade in goods and services? <b>as per explanation (8 marks)</b>	<b>8</b>
OR	iii. Explain the various tariff and non-tariff barriers in International business? <b>four tariff (4*1 marks)</b> <b>Four non tariff barriers (4*1marks)</b>	<b>8</b>
Q.4	i. What is Regional Economic Co-operation? <b>meaning (2 marks)</b>	<b>2</b>
	ii. Explain the different levels of Integration between Countries?	<b>8</b>

		<b>as per explanation (8 marks)</b>	
OR	iii. Briefly discuss NAFTA, ASEAN, EFTA & SAARC? <b>NAFTA, ASEAN, EFTA &amp; SAARC ( 2 marks each)</b>		<b>8</b>
Q.5	i. Discuss the International Technology Transfers? <b>meaning (2 marks)</b>		<b>2</b>
	ii. Describe the various entry strategies adopted by MNC? <b>eight strategy (8*1 marks)</b>		<b>8</b>
OR	iii. What is FDI? Explain its impact on Indian economy? <b>as per explanation (8 marks)</b> Short Note (Any Two)		<b>8</b>
Q.6	i. Foreign Exchange Market <b>as per explanation (5 marks)</b>		<b>5</b>
	ii. Economic Exposure <b>as per explanation (5 marks)</b>		<b>5</b>
	iii. Transaction Exposure <b>as per explanation (5 marks)</b>		<b>5</b>

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