

**S.D.E.**

**B.B.A. (2006 COURSE) SEM-V : SUMMER - 2018**

**SUBJECT : ELECTIVE – II : GLOBAL BUSINESS ENVIRONMENT (IB)**

Day : **Monday**  
Date : **11/06/2018**

**S-2018-4322**

Time : **02.00 PM TO 05.00 PM**  
Max. Marks : 80

**N.B.**

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

**SECTION – I**

- Q.1** Discuss the impact of political factors on a global business firm. (12)
- Q.2** What is Globalization? Write down arguments for and against globalization. (12)
- Q.3** Briefly explain the micro environmental factors that may have an impact on a global business firm. (12)
- Q.4** Discuss in detail the role of UNCTAD in global trade. (12)
- Q.5** Write short notes on **ANY TWO** of the following: (12)
- a) GATT
  - b) Globalization and regionalization
  - c) OECD

**SECTION – II**

- Q.6** An Italian food company that is well known for its fast foods such as pizzas, will commence its business in India. Advise them on the socio-cultural factors that may impact their business. (16)
- Q.7** Write a detailed note on any one international trade theory. (16)
- Q.8** China follows a socialist pattern of economic system and has progressed as a major economic hub for manufacturing. Discuss the benefits of the socialist pattern of economic system to China. (16)

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