

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022
(Regular/Improvement/Supplementary)

BBA HONOURS

GBAH1B03T: INTRODUCTION TO GLOBAL BUSINESS

Time: 3 Hours

Maximum Marks: 80

PART A: Answer all the questions. Each carries 1 mark.

Choose the Correct Answer

1. A predisposition where strategic decisions are made to sit the countries of the firm's operations is known as.....
A) Polycentrism B) Regiocentrism C) Geocentrism D) Ethnocentrism
2. Transactions leading to changes in the financial assets and liabilities of a country.
A) Capital Account B) Balance of Trade C) Balance of Payment D) Current Account
3. SDR was introduced by the IMF in
A) 1975 B) 1969 C) 1970 D) 1973
4. is the oldest of the World Bank Group Institutions.
A) IBRD B) MIGA C) IDA D) IFC
5. A belief that considers one's own culture superior to others and expects business strategies used in the home country to work overseas is known as
A) Ethnocentrism B) Regiocentrism C) Geocentrism D) Polycentrism

Fill in the Blanks

6. is the ability of a nation to produce the goods more efficiently and cost effectively than any other country.
7. Porter's Diamond Model is also known as.....
8. MIGA stands for.....
9. Ideas and perceptions that a cultural group upholds in terms of beauty and good taste is referred to as
10. The word tradition is derived from the Latin word *traditio* which means.....

(10 x 1 = 10 Marks)

PART B: Answer any eight questions. Each carries 2 marks.

11. What is a turnkey project?
12. Comment on domestic company.
13. What is a reserve account?

(PTO)

14. Briefly explain the term WTO.
15. What do you mean by the term 'Culture'?
16. Who are the participants in a foreign exchange market?
17. Define international company.
18. What is an associate entity?
19. What are Transport documents?
20. Give the meaning for consular invoice.

(8 x 2 = 16 Marks)

PART B: Answer any six questions. Each carries 4 marks.

21. Briefly describe the historical perspective of globalization of business.
22. Enlist the role of IBRD in economic development.
23. Briefly explain about the Purchasing Power Parity Theory.
24. What are the types of Letter of Credit?
25. Explain Trompenaars Cultural Classification.
26. What are the criteria to be followed for a firm to be an MNC?
27. Explain theory of mercantilism.
28. What are the documents to be submitted at the Negotiating bank?

(6 x 4 = 24 Marks)

PART D: Answer any two questions. Each carries 15 marks.

29. Briefly evaluate India's participation in PTA's.
30. Evaluate various instruments of trade policy in context of your country's policy framework.
31. Elucidate the conceptual framework of e-business and identify the significant changes it has brought to business process.

(2 x 15 = 30 Marks)