

D1BBH2103 (S3)

Reg. No.....

Name: .....

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024**

**(Improvement/Supplementary)**

**BBA HONOURS**

**GBAH1B03T: INTRODUCTION TO GLOBAL BUSINESS**

**Time: 3 Hours**

**Maximum Marks: 80**

**PART A: Answer all the questions. Each carries one mark.**

**Choose the correct answer.**

1. \_\_\_\_\_ focuses on locally oriented link in the value chain, enters a joint venture, or sells out to a multinational.  
(A) Dodger strategy. (B) Contender Strategy.  
(B) Defender Strategy. (D) Extender strategy.
2. Common Fund for Commodities (CFC) was established in \_\_\_\_\_.  
(A) 1990. (C) 1989.  
(B) 1975. (D) 1965.
3. The highest level of integration with political and economic harmonization is called as \_\_\_\_\_.  
(A) Customs Union (C) Political Union  
(B) Common Market (D) Economic Union
4. \_\_\_\_\_ culture in which status is accorded to high achievers and high performers.  
(A) Aesthetics. (B) Achievement. (C) Affective. (D) Ascription.
5. .... is the rate at which a bank is willing to sell the currency.  
(A) Spot Rate. (B) Bid Rate. (C) Forward Rate. (D) Offer Rate.

**Fill in the Blanks.**

6. \_\_\_\_\_ refers to the intensification of competition among business enterprises on a global scale.
7. ICSID stands for \_\_\_\_\_.
8. NAFTA is an example of \_\_\_\_\_.
9. DFIA stands for \_\_\_\_\_.
10. Conduct of marketing transactions such as buying, selling, distributing or delivering goods or services using electronic methods is known as \_\_\_\_\_.

**(10 x 1 = 10 Marks)**

**(PTO)**

**PART B. Answer any *eight* questions. Each carries *two* marks.**

11. What is an exchange rate?
12. Write a short note on ASEAN.
13. Comment on heterophilous culture.
14. What do you mean by a Banker's Acceptance?
15. Define E-commerce.
16. What is the main role of UNIDO?
17. Compare Universalism and Particularism.
18. What do you mean by deemed exports?
19. Comment on Agri-Export Zones.
20. What do you mean by a Multinational Company?

**(8 x 2 = 16 Marks)**

**PART C: Answer any *six* questions. Each carries *four* marks.**

21. Mention the differences between a future and forward contract.
22. Distinguish between e-commerce and e-business.
23. What are the principal functional divisions of the Department of Commerce?
24. State the differences between Polychronic and monochronic cultures.
25. Briefly explain about ASIDE scheme.
26. What are the major reasons for companies making their presence online?
27. Give an account on Gulf Cooperation Council.
28. Explain the criticism regarding globalization.

**(6 x 4 = 24 Marks)**

**PART D. Answer any *two* questions. Each carries *fifteen* marks.**

29. What do you mean by BOP? What are the measures to correct disequilibrium in BOP?
30. Evaluate the major reasons for the increase in the number of multinationals from rapidly developing economies.
31. Explain the significance of procedures and documentation in international trade transactions.

**(2 x 15 = 30 Marks)**