

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted during the academic year 2019-20)

COURSE CODE: 19BA/MC/GB63

B.B.A DEGREE EXAMINATION APRIL 2022
BUSINESS ADMINISTRATION
SIXTH SEMESTER

COURSE : MAJOR – CORE
PAPER : GLOBAL BUSINESS MANAGEMENT
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer ALL questions:

(10 x 2 = 20)

1. Define Global Marketing.
2. Give any two advantages of International Business.
3. List out the objectives of Global HRM.
4. What is ethnocentrism?
5. Give the elements of Product Planning.
6. What are the five ways to Structure Global HRM?
7. State the types of Foreign Trade Policies.
8. What are trade barriers? Give any two examples.
9. Write a note on International Monetary Fund.
10. What is World Bank?

SECTION – B

Answer any FIVE questions:

(5 x 8 = 40)

11. Elucidate the seven cultural dimensions propounded by Trompennar.
12. Bring out the elements of culture, together with the impact of each of them on business.
13. Explain the steps involved in an effective decision making.
14. Why customers prefer Locally Sourced Products than Global Products?
15. Critically examine the Porter's Diamond Model.
16. What is Political Risk Assessment? How do MNCs manage political risks?
17. Write a detailed note on WTO.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40)

18. Examine the similarities and dissimilarities between Hofstede's Cultural Dimensions and GLOBE project's framework.
19. What is International Compensation? Elaborate the elements and Objectives of International Compensation in Global HRM.
20. Discuss the term "Localisation in Global Marketing." How far is this strategy successful?
21. Explain the various Modes of Entry of International Business. Analyse the advantages and disadvantages of each mode.
