

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

COURSE CODE: 19BA/MC/GB63

B.B.A DEGREE EXAMINATION APRIL 2023
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 international business.
2. What is culture environment?
3. Mention the disadvantages of international business.
4. Define 'Cultural Universal'. Give an example.
5. Write a note on Work Diversity.
6. What are the objectives of Product Planning?
7. What is global marketing mix?
8. Write a note on Localized Advertising.
9. What is international trade?
10. Write a short note on International Monetary Fund..

SECTION – B

Answer any FIVE questions:

(5 x 8 = 40)

11. Explain the implications of cultural differences on Global Business.
12. Describe the main features of International Business.
13. Distinguish between Country Risk and Political Risk in international business.
14. Summarize the elements of international Compensation Planning.
15. What are the benefits and limitations of online retailing?
16. Write about a brief note on Global Market Instruments.
17. Explain the role of WTO in dispute resolution among countries.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40)

18. Discuss the process of evolution of Global Business.
19. Explain the benefits of Work Diversity in the work place.
20. Describe the components of Digital Marketing.
21. Discuss the genesis, principles and functions of WTO.
