

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

B.B.A. DEGREE EXAMINATION - APRIL 2024
BUSINESS ADMINISTRATION
SIXTH SEMESTER

COURSE : MAJOR – CORE
PAPER : GLOBAL BUSINESS MANAGEMENT
SUBJECT CODE : 19BA/MC/GB63
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer ALL questions:

(10 x 2 = 20)

1. Give the meaning of globalization.
2. Enlist the dimensions of cultural differences.
3. How do you calculate the country risk analysis?
4. Mention any four advantages of a wholly owned subsidiary.
5. Why is the workforce diversity important in a global perspective?
6. State the steps involved in compensation planning.
7. What is international marketing channel system?
8. State the fundamentals of brand equity.
9. Mention the objectives of World Bank.
10. Expand the following: FDI, GATT, WTO and IMF.

SECTION – B

Answer any FIVE questions:

(5 x 8 = 40)

11. Explain the benefits of globalization impacting India.
12. Elucidate the porters model of competitive advantage.
13. Write a note on multicultural management approaches.
14. What are the various structures used by global organizations in coordinating their activities?
15. Distinguish between domestic and foreign marketing.
16. Describe the role of world bank in development of developing countries.
17. Examine the impact of World Trade Organization (WTO) on business.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40)

18. Discuss the Hofstede and Trompennars cultural dimensions in detail.
19. Define international business. Outline the various modes of international business with suitable examples.
20. Explain the various e-advertising and online marketing components for a global reach.
21. Briefly explain the role and functions of IMF.
