

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)

B.B.A DEGREE EXAMINATION, APRIL 2026
BUSINESS ADMINISTRATION
SIXTH SEMESTER

COURSE : MAJOR CORE
PAPER : GLOBAL BUSINESS MANAGEMENT
SUBJECT CODE : 23BA/MC/GB63
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION A				
Q. No.	Answer all the questions:	(5 x 2 = 10)	CO	KL
1.	Recall the meaning of Globalization.		CO1	K1
2.	Write the meaning of Franchising.		CO1	K1
3.	What are the objectives of global HRM?		CO1	K1
4.	Define Product Planning.		CO1	K1
5.	What is the mechanism of the foreign exchange market?		CO1	K1
SECTION B				
Q. No.	Answer any four questions:	(4 x 5 = 20)	CO	KL
6.	Illustrate the Universalism vs. Particularism dimension of Trompenaars' cultural model with a suitable example.		CO2	K2
7.	Explain Country risk in international business.		CO2	K2
8.	Difference between IHRM and DHRM.		CO2	K2
9.	Discuss the benefits of product customization.		CO2	K2
10.	Summarize the objectives of World Bank.		CO2	K2
11.	Describe the functions of the IMF.		CO2	K2
SECTION C				
Q. No.	Answer all the questions (Internal Choice) :	(4 x 10 = 40)	CO	KL
12.	a) Apply the six dimensions of Hofstede's cultural dimensions in a workplace situation. (or) b) Demonstrate the types of political risk in international business with examples.		CO3	K3
13.	a) Illustrate Porter's model for understanding country competitive advantage using a suitable example. (or) b) Show how diversity in the workplace benefits employees and employers in an organization.		CO3	K3
14.	a) Analyse the organizational structures used in IHRM. (or) b) Examine the ways of establishing international brand equity.		CO4	K4
15.	a) Investigate the reasons for customer loyalty to domestic products. (or) b) Analyse the determinants of exchange rates.		CO4	K4
SECTION D				
Q. No.	Answer any two questions :	(2 x 15 = 30)	CO	KL
16.	Evaluate the various modes of entry into international business.		CO5	K5
17.	Assess the elements of global compensation planning.		CO5	K5
18.	Appraise the objectives, functions, and structure of the World Trade Organization.		CO5	K5
