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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, (NIET BUSINESS SCHOOL) GREATER NOIDA  
PGDM (Global)

TRIMESTER-II : THEORY EXAMINATION (2023-2024)

Subject: Global Business Environment

Time: 2Hrs.30 min

Max. Marks:60

**General Instructions:**

**IMP:** Verify that you have received question paper with correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & Subjective type questions.
2. Maximum marks for each question are indicated on right hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

**SECTION – A**

**15**

1. Attempt **all** parts:-

- |  |   |
|--|---|
| 1-a. Define global business environment. (CO1,K1)                            | 1 |
| 1-b. Explain any one feature of MNCs. (CO2,K1)                               | 1 |
| 1-c. Explain any one feature of international business environment. (CO3,K1) | 1 |
| 1-d. Explain the concept of balance of payments. (CO4,K1)                    | 1 |
| 1-e. Define corporate social responsibility.(CO5,K1)                         | 1 |

2. Attempt **all** parts:-

- |  |   |
|--|---|
| 2.a. Discuss the scope of global business environment. (CO1,K3)                          | 2 |
| 2.b. Define multinational corporations.(CO2,K3)  | 2 |
| 2.c. State any two objectives of World Bank.(CO3,K3)                                     | 2 |
| 2.d. State any two methods of correcting disequilibrium in balance of payments. (CO4,K3) | 2 |
| 2.e. State any two obstacles in CSR. (CO5,K2)  | 2 |

**SECTION – B**

**15**

3. Answer any **three** of the following-

- |   |   |
|---|---|
| 3-a. List any five features of business environment. (CO1,K3) | 5 |
|---|---|

- 3-b. Illustrate Swot analysis with the help of practical example. 5  
(CO2,K3)
- 3-c. Differentiate between GATT & WTO. (CO3, K4) 5
- 3-d. Distinguish between current account and capital account of 5  
balance of payment account. Is import of machinery recorded  
in current account or capital account? (CO4,K5)
- 3-e. How does our CSR strategy address the needs of future 5  
generations?(CO5,K2)

## SECTION – C

**30**

### Case Let & Application Based

4. Answer any **one** of the following-
- 4-a. How does change in technology affect the business 6  
environment. (CO1,K2)
- 4-b. Discuss the impact of change in government policy on 6  
business and industry? (CO1,K2)
5. Answer any **one** of the following- 6
- 5-a. How can you improve your weaknesses by taking advantage 6  
of your opportunities?(CO2, K4)
- 5-b. Discuss the application of PESTEL analysis.(CO2,K2) 6
6. Answer any **one** of the following-
- 6-a. Examine the role of WTO in international business. (CO3, 6  
K3)
- 6-b. Analyse the objectives and functions of GATT. (CO3,K3) 6
7. Answer any **one** of the following-
- 7-a. Evaluate the causes for deficit in balance of payment? 6  
(CO4,K3)
- 7-b. Distinguish between balance of trade and balance of 6  
payments? (CO4,K4)
8. Answer any **one** of the following-
- 8-a. What are the greatest challenges in fostering a comprehensive 6  
CSR approach, and how do we overcome them? (CO5,K4)
- 8-b. How does CSR play into our human resources strategy? 6  
(CO5,K4)