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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (Global)

TRIMESTER: II - THEORY EXAMINATION (2024 -2025)

Subject: Global Business Environment

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

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

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & 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. Global business environment includes the following elements (CO1, K2) 1
- (a) International Trade Laws
 - (b) Global Competition
 - (c) Technological Advancements
 - (d) All of the above
- 1-b. PESTLE analysis is used to evaluate (CO2, K3) 1
- (a) Internal business factors
 - (b) External macro-environmental factors
 - (c) Competitors' strategies
 - (d) Employee performance
- 1-c. The WTO was established in (CO3, K1) 1
- (a) 1945
 - (b) 1985
 - (c) 1995
 - (d) 2005
- 1-d. Balance of Payments (BoP) is (CO4, K6) 1
- (a) A record of a country's total income
 - (b) A summary of all economic transactions between residents of a country and the rest

of the world

(c) A measure of a country's budget deficit

(d) A method to calculate tax revenues

1-e. CSR is primarily concerned with the responsibility of businesses towards (CO5, K6) 1

(a) Only shareholders

(b) Only government regulations

(c) Society, environment, and stakeholders

(d) Only employees

2. Attempt all parts:-

2.a. Define global business environment. (CO1, K2) 2

2.b. Name two major positive effects of globalization on businesses. (CO2, K3) 2

2.c. State two key objectives of the WTO. (CO3, K1) 2

2.d. Name the two main components of the Balance of Payments. (CO4, K6) 2

2.e. Give two examples of a CSR activity undertaken by a business. (CO5, K6) 2

SECTION-B 15

3. Answer any three of the following:-

3-a. Elaborate the scope of the global business environment in today's interconnected world. (CO1, K2) 5

3-b. Explain the four components of a SWOT analysis with suitable business examples. (CO2, K3) 5

3-c. Define Foreign Direct Investment (FDI) and explain its significance in global business. (CO3, K1) 5

3-d. Define BoP Disequilibrium. Discuss the different types of disequilibrium that can occur. (CO4, K6) 5

3.e. List the key principles of Corporate Social Responsibility, and discuss their contributions to sustainable business growth. (CO5, K6) 5

SECTION-C 30

4. Answer any one of the following:-

4-a. Analyze the key characteristics of the global business environment that have changed over the last decade due to technological advancements. (CO1, K2) 6

4-b. A startup wants to enter the global market. Explain scope and challenges does it face in today's global business environment. Provide a strategic approach for its expansion. (CO1, K2) 6

5. Answer any one of the following:-

5-a. A startup in India wants to expand internationally. Conduct a SWOT analysis to help them make strategic decisions. (CO2, K3) 6

5-b. Conduct a PESTLE analysis for a global smartphone company entering the Indian market. (CO2, K3) 6

6. Answer any one of the following:-

6-a. A developing country is struggling with inflation and fiscal deficit. Suggest ways that IMF financial and policy measures can help it to recover. (CO3, K1) 6

6-b. Elaborate the ways WTO has contributed to reducing trade barriers in the post-COVID-19 global economy. (CO3, K1) 6

7. Answer any one of the following:-

7-a. Analyze the impact of India's Balance of Payments crisis in 1991 and the economic reforms that followed.(CO4, K6) 6

7-b. Explain the ways Balance of Payments helps the policymakers make economic decisions. Provide a real-world example. (CO4, K6) 6

8. Answer any one of the following:-

8-a. You are the CSR head of a multinational corporation. Design a CSR program in such a way that it benefits both the employees as well as the company. (CO5, K6) 6

8-b. A fast food chain has been criticized for selling unhealthy food. Discuss the ways it can adopt CSR practices to promote better consumer health while maintaining profitability. (CO5, K6) 6

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