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SEAT No. _____

SARDAR PATEL UNIVERSITY

B.B.A (Honours)(ITM)(4 Years) FIFTH SEMESTER (CBCS) EXAMINATION

FRIDAY, NOVEMBER 2, 2018

UM05EBBI08 GLOBAL BUSINESS AFFAIRS

TIME: 10:00 A.M. TO 12:00 P.M.

TOTAL MARKS: 60

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

Q.1 Explain the Globalization of world economy and Globalization of Business. (15)

OR

Q.1 Discuss in detail the Advantages and disadvantages of globalization. (15)

Q.2 Elucidate the Concept, Objective and types of regional economic Integration. (15)

OR

Q.2 Write a detailed note on European Union (EU). (15)

Q.3 Explain the concept of International Investment and Discuss the Factors affecting foreign investment. (15)

OR

Q.3 Write a note on
(a) Significance of foreign investment.
(b) Growth of foreign investment. (15)

Q.4 Define Multinational Corporation and Discuss the Importance and dominance of Multinational Corporations. (15)

OR

Q.4 Explain in detail the Organizational Models of Multinational Corporations and Briefly Discuss MNCs and International Trade. (15)

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