

SEAT No. _____

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SARDAR PATEL UNIVERSITY

S Y BBA (ITM) - 3 Years

Semester III

Day: *Monday*

Session: Morning

Subject Code: UM03DBBI54

Subject Title: GLOBAL BUSINESS AFFAIRS I

Date: *11th February, 2021*

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

Total Marks: 70

Note:

Write any Four out of Eight.

All questions carry equal marks.

- Q. 1 Define the term international business environment also explain concept of economic environment in detail.
- Q. 2 Write detail notes on political environment & demographic environment.
- Q.3 What is globalization? Discuss various globalization stage in detail.
- Q.4 Describe essential conditions for globalization and discuss advantages and disadvantages of globalization in brief.
- Q.5 What you understand by the term MNCs? Explain MNCs and international trade in detail.
- Q.6 Write short note on
(A) Organisational Models of Multinational Corporations
(B) Importance and dominance of Multinational Corporations
- Q.7 Explain entire process of export procedure in detail.
- Q.8 Write short note on
(A) Letter of Credit
(B) Bill of lading