

2012

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

*Answer any **four** questions, in which Q. No. 1 is compulsory.*

1. Answer the objective type questions of the following :
 - (a) IBRD also known as :
 - (i) World Bank
 - (ii) Exim Bank
 - (iii) International Monetary Fund
 - (iv) International Bank
 - (b) Ultimately _____ was replaced by the _____ on 1st January, 1995.
 - (i) GATS, WTO
 - (ii) WTO, GATT

- (iii) GATT, WTO
- (iv) IMF, GATT
- (c) Subsidiaries consider regional environment for policy/strategy formulation is known as :
 - (i) Polycentric Approach
 - (ii) Regiocentric Approach
 - (iii) Ethnocentric Approach
 - (iv) Geocentric Approach
- (d) The Theory of Absolute Cost Advantages is given by :
 - (i) David Ricardo
 - (ii) Adam Smith
 - (iii) Ohlin and Heckscher
 - (iv) F. W. Taylor
- (e) The Theory of Relative factor endowments is given by :
 - (i) David Ricardo
 - (ii) F. W. Taussig
 - (iii) Ohlin and Heckscher
 - (iv) Adam Smith

- (f) _____ is application of knowledge which redefine the boundaries of global business.
- (i) Society
 - (ii) Cultural Values
 - (iii) Economy
 - (iv) Technology
- (g) Capitalistic, Communistic and Mixed are the types of :
- (i) Social System
 - (ii) Economic System
 - (iii) Cultural Attitudes
 - (iv) Political System
- (h) Globalization refers to :
- (i) Lower incomes world wide
 - (ii) Global warming and their effects
 - (iii) A more integrated and interdependent world
 - (iv) Less foreign trade and investment
- (i) Which of the following is not a force in the Porter Five Forces Model ?
- (i) Buyers
 - (ii) Complementary Products

- (iii) Industry Rivalry
- (iv) Suppliers
- (j) Key controllable factors in global marketing are :
 - (i) Government Policy and legislation
 - (ii) Social and Technical Changes
 - (iii) Marketing activities and Plans
 - (iv) All of the above

- 2. Discuss the role of Government in the present business.
- 3. Discuss Foreign Direct Investment in India.
- 4. What do you mean by Mixed Economy? Discuss its merits and demerits.
- 5. What are the legal framework of Consumer Protection Act ?
- 6. Discuss the Cyber Laws.
- 7. Discuss different sectors of the company.

