

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

PGDBM DEGREE EXAMINATION MAY 2024
(Second Semester)

Branch- PG DIPLOMA IN BUSINESS MANAGEMENT

GLOBAL BUSINESS MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which type of marketing is complex when a firm engages in marketing operations with many countries? (a) International (b) local (c) Global (d) Multinational	K1	CO1
	2	WTO stands for (a) World trade organization (b) World trade office (c) World trade organizer (d) World tech organization	K2	CO2
2	3	Which is not an MNC (a) Unilever (b) Asian paints (c) Piramal (d) wipro	K1	CO1
	4	Key controller factors in global marketing (a) Marketing activities and plan (b) Government policy (c) Technology change (d) All the above	K2	CO2
3	5	The _____ company produces, markets, invests and operates across the world. (a) Global (b) Transnational (c) multinational (d) All of the above	K1	CO1
	6	Which of the following is the first step for the internationalization process (a) Foreign investment (b) Sales (c) Export (d) license	K2	CO2
4	7	IBRD stands for (a) International bank for reconstruction and development (b) Informational bank for reconstruction and development (c) International bank for Recovery and development (d) International bank for Remedy and development	K1	CO1
	8	The important features of world economy is (a) Globalization (b) privatization (c) International Business (d) none	K2	CO2
5	9	Globalization refers to (a) A more integrated and interdependent world (b) Less foreign trade and investment (c) Global warming (d) Lower incomes worldwide	K1	CO1
	10	From the strategic point of view, in which three categories can an organization be grouped? (a) Defenders (b) Prospectors (c) Analyzer (d) All the above	K2	CO2

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Develop the Components of globalization.	K3	CO3
		(OR)		
	11.b.	Describe Obstacles of globalization.		
2	12.a.	Identify GATT.	K3	CO3
		(OR)		
	12.b.	Illustrate WTO.		
3	13.a.	Analyze Global marketing mix.	K4	CO4
		(OR)		
	13.b.	Examine the Characteristics of Global marketing.		
4	14.a.	Evaluate Import procedure.	K4	CO4
		(OR)		
	14.b.	Determine Exim policy .		
5	15.a.	Assess the role of international agencies.	K5	CO5
		(OR)		
	15.b.	Estimate the Sources of conflict.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Demonstrate the strategy for internationalization of business.	K3	CO3
2	17	Infer Trade barriers.	K4	CO4
3	18	Organize the types of research.	K3	CO3
4	19	Simplify the Post shipment activities.	K4	CO4
5	20	<p>1. Volcanica Coffee and AdRoll</p> <p>On top of a background of coffee beans, a block of text with percentage growth statistics for how AdRoll nitro-fueled Volcanica coffee.</p> <p>People love a good farm-to-table coffee story, and boy am I one of them. But I've shared this case study with you for more reasons than my love of coffee. I enjoyed this study because it was written as though it was a letter.</p> <p>In this case study, the founder of Volcanica Coffee talks about the journey from founding the company to personally struggling with learning and applying digital marketing to finding and enlisting AdRoll's services.</p> <p>It felt more authentic, less about AdRoll showcasing their worth and more like a testimonial from a grateful and appreciative client. After the story, the case study wraps up with successes, milestones, and achievements. Note that quite a few percentages are prominently displayed at the top, providing supporting evidence that backs up an inspiring story.</p> <p>Takeaway: Highlight your goals and measurable results to draw the reader in and provide concise, easily digestible information.</p>	K5	CO5

Z-Z-Z END