

PGDBM DEGREE EXAMINATION MAY 2026
(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 of the following is a major driver of globalization? (i)Trade Barriers (ii)Technological advancement (iii)Political instability (iv)Limited communication	K1	CO1
	2	One major merit of globalization for businesses is: (i)Reduced competition (ii)Limited market size (iii)Access to global markets (iv)Increased trade restrictions	K2	CO1
2	3	The World Trade Organization (WTO) was established mainly to: (i)Provide loans to developing countries (ii)Regulate international monetary systems (iii)Promote free and fair international trade (iv)Control multinational corporations	K1	CO2
	4	Trade barriers are primarily imposed by governments to: (i)Encourage foreign competition (ii)Protect domestic industries (iii)Promote free trade (iv)Increase globalization	K2	CO2
3	5	A Global Marketing Information System (GMIS) is primarily used to: (i)Control international production (ii)Collect, analyze, and distribute global marketing information (iii)Manage human resources globally (iv)Regulate international trade policies	K1	CO3
	6	Which type of global marketing research focuses on understanding consumer behavior and attitudes across countries? (i)Descriptive research (ii)Exploratory research (iii)Causal research (iv)Experimental research	K2	CO3
4	7	IEC in export–import trade stands for: (i)International Export Code (ii)Import–Export Code (iii)Indian Export Certificate (iv)International Exchange Control	K1	CO4
	8	Export finance is mainly provided to exporters in order to: (i)Increase import duties (ii)Reduce customs procedures (iii)Control foreign exchange rates (iv)Meet working capital requirements	K2	CO4
5	9	A common source of conflict in international business is: (i)Uniform business laws across countries (ii)Cultural and ethical differences (iii)Similar management practices (iv)Identical consumer preferences	K1	CO5
	10	A Code of Conduct in business primarily aims to: (i)Increase employee workload (ii)Maximize short-term profits (iii)Eliminate competition (iv)Ensure ethical behavior and responsibility	K2	CO5

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.	Explain about the obstacles of globalization.	K2	CO1
		(OR)		
	11.b.	List and explain any two merits and two demerits of globalization		
2	12.a.	What are trade barriers? List the different types of trade barriers	K1	CO2
		(OR)		
	12.b.	Define country attractiveness and list the major factors used to evaluate it.		
3	13.a.	Explain the concept of global marketing mix.	K2	CO3
		(OR)		
	13.b.	What is global marketing research? Describe the major types of global marketing research.		
4	14.a.	Define exports and imports and explain the need for Import-Export Code	K1	CO4
		(OR)		
	14.b.	What is Registration-cum-Membership Certificate (RCMC)? List its categories.		
5	15.a.	Explain the different types of conflicts that arise in international business.	K2	CO5
		(OR)		
	15.b.	Explain the role of international agencies in promoting ethical practices in global business.		

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	Critically examine the globalization of Indian business, highlighting its pros and cons.	K4	CO1
2	17	Explain the structure, features, and functions of the WTO and examine the role of bilateral and multilateral trade agreements in promoting global trade.	K3	CO2
3	18	Discuss the Global Marketing Information System in detail, explaining its meaning, characteristics, and significance in international business.	K3	CO3
4	19	Explain the Foreign Trade Policy and EXIM Policy of India and analyze their role in promoting India's foreign trade	K4	CO4
5	20	Propose a role-based ethical framework illustrating how international agencies can promote ethical practices in global business.	K6	CO5