



RAN-2508000703010003

BBA (Sem.-III) Examination November - 2025 Global Business Environment (CC 301-MJ1)

Time: 2 Hours]

[Total Marks: 50

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book

Seat No.:

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Student's Signature

SET-4

- Q.1. Short notes (2 marks each) (Any 5 out of 7) 10**
1. What is marketing segmentation?
 2. What do you mean by commercial policy?
 3. Define MNC
 4. Define Business Planning
 5. List out any four problems of domestic countries.
 6. What do you mean by technological environment?
 7. Give two examples of social environment.
- Q.2. Explain the concept and process of strategic management in detail with help of example. 14**
- OR**
- Q.2. a. Explain the importance of political and economic environment in global business. 7**
- Q.2. b. Discuss the challenges faced by multinational organizations. 7**
- Q.3. Discuss the process of business planning and marketing strategy in globalization. 14**
- OR**
- Q.3. a. What is Balance of Payment? Discuss its components. 7**
- Q.3. b. Explain the emergence of global marketing. 7**
- Q.4. Short notes (any 3 out of 5) 12**
1. Liberalization
 2. Commercial policies of government
 3. Macro environment
 4. FDI
 5. Advantages of globalization