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

JE - 2/2 (Turn over)
(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

JE – 2/2 (2) Contd.
(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

(i) Key controllable factors in global marketing are:
(ii) Government Policy and legislation
(iii) Social and Technical Changes
(iv) Marketing activities and Plans
(v) 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.

JE - 2/2 (50) (4) MGT(S-IV) — XX/12