

2026

**BUSINESS ADMINISTRATION — HONOURS**

**Paper : BBAA-405-M4**

**(Global Business Environment)**

**Full Marks : 75**

*The figures in the margin indicate full marks.*

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

**Group - A**

1. Answer **any ten** questions :

2×10

- (a) What is General Agreement on Tariff and Trade?
- (b) What is meant by "going global"?
- (c) Mention any two challenges faced by Indian firms in global market.
- (d) What is Foreign Direct investment (FDI)?
- (e) Define Multinational Enterprise (MNE).
- (f) Mention any two functions of WTO.
- (g) What is meant by free trade?
- (h) Explain the role of MNEs in the process of globalization.
- (i) What is SAARC?
- (j) Where is the headquarter of IMF located?
- (k) What is cultural globalization?
- (l) Mention any two sectors attracting foreign investment in India.
- (m) Mention any two agreements covered under WTO.
- (n) Mention any two advantages of MNEs to the home country.
- (o) State any two characteristics of global business environment.
- (p) What is EU?

**Group - B**

2. Answer **any five** questions :

5×5

- (a) What are the multilateral agreements of Uruguay Round?
- (b) Explain how MNEs contribute to employment generation and technology transfer.

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- (c) Discuss the disadvantages or limitations of foreign investment.
- (d) Briefly explain the dispute settlement mechanism of WTO.
- (e) Explain the meaning and objectives of International Economic Organisation.
- (f) State the 'Free Trade and Market Access' principle of WTO.
- (g) Discuss the policies adopted by India to encourage foreign investment.
- (h) Discuss the objectives of SAARC.

**Group - C**

Answer *any three* questions :

10×3

3. Discuss the demerits and criticisms of multinational enterprises (MNEs).
4. Discuss the major factors affecting foreign investment in developing countries.
5. Discuss objectives and functions of IBRD and IMF.
6. What are the factors that influence the global business environment? Discuss with example.
7. Critically evaluate the effects of globalization on culture, economy and business practices.