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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY - 2025
SEMESTER - IV
Sub.: Business Environment (MBA401)

Date : 15/05/2025

Total Marks : 60

Time: 10.00am to 12.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Write Short notes on (Any Three) (15)

1. Need for Globalization
2. Functions WTO
3. Countervailing Duty
4. Foreign Exchange Market
5. Economic Environment

Q. 2. Answer in detail (Any One) (10)

1. What is International Business? Explain the features of International Business.
2. What is the importance of various elements of external Business Environment.

Q. 3. Answer in detail (Any One) (10)

1. What do you mean by Trade Barriers? Explain the different forms of Tariff Barriers.
2. Explain the meaning of and difference between Foreign Exchange Market and Common Market.

Q. 4. Answer in detail (Any One) (10)

1. What is economic integration? Explain the different types of economic integration.
2. Discuss the concept of Globalization and explain its features.

Q. 5. Case Study (15)

Coca-Cola, an multinational corporation (MNC), operates in over 200 countries. Recently, the company faced challenges in Europe due to sugar taxes and changing consumer preferences towards healthier drinks. In response, Coca-Cola diversified its product portfolio by acquiring new brands and investing in low-sugar beverages.

Questions:

1. What external factors affected Coca-Cola's operations in Europe?
2. How did Coca-Cola adapt to these changes?
3. What benefit did Coca-Cola gain from this adaptation?