

**MOTHER TERASA COLLEGE OF ARTS & SCIENCE,  
ILLUPPUR, PUDUKOTTAI-DT  
PG & DEPARTMENT OF BUSINESS ADMINISTRATION**

**CLASS: III-BBA**

**SEMESTER-VI**

**Sub. Code: 16MBEBB3**

**2 Marks**

**Title of the Subject: Global Business Management**

**Name of the faculty: Prof. V. GUNASEKARAN**

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**Unit -I**

**1. What you mean by Global business?**

Global business refers to the trade of goods, services, technology, capital and/or knowledge across national borders at a global level.

**2. What is domestic business?**

A commercial activity that conducts economic transactions inside the borders of its home nation.

**3. What is international business environment?**

An international business environment is the surrounding in which international companies run their businesses.

**4. What is Political Environment**

The political environment refers to the government actions which affect the operations of a company or business.

**5. What is Foreign investment?**

It involves capital flows from one nation to another in exchange for significant ownership stakes in domestic companies.

## **Unit -II**

### **6. What is Export performance?**

Export performance is the relative success or failure of the efforts of a firm or nation to sell domestically-produced goods and services in other nations.

### **7. What is Foreign-Trade Zone- FPZ?**

A foreign-trade zone is a class of special economic zone It is a geographic area where goods may be landed, stored, handled, manufactured, or reconfigured and re-exported under specific customs regulation and generally not subject to customs duty.

### **8. What is Export Processing Zone (EPZ)?**

Export Processing Zone (EPZ) is a Customs area where one is allowed to import plant, machinery, equipment and material for the manufacture of export goods under security, without payment of duty.

### **9. What is Export-oriented units -EOU**

Export-oriented units are units undertaking to export their entire production of goods. EOUs can engage in manufacturing, services, development of software, repair, remaking, reconditioning, re-engineering including making of gold/silver/platinum jewellery and articles.

### **10. What is Star export house?**

Star export house is an Indian exporter who has excelled in international trade and successfully achieved certain minimum amount of export performance in two out of three financial years.

## **Unit-III**

### **11. What is GATT?**

The General Agreement on Tariffs and Trade -GATT is a legal agreement between many countries, whose overall purpose was to promote international trade by reducing or eliminating trade barriers such as tariffs or quotas.

### **12. What is WTO?**

The World Trade Organization is an intergovernmental organization that is concerned with the regulation of international trade between nations.

### **13. What are TRIMs?**

The Agreement on Trade-Related Investment Measures are rules that are applicable to the domestic regulations a country applies to foreign investors, often as part of an industrial policy.

### **14. What is TRIPS?**

The Agreement on Trade-Related Aspects of Intellectual Property Rights (**TRIPS**) is an international legal agreement between all the member nations of the World Trade Organization (WTO). **TRIPS** also specify enforcement procedures, remedies, and dispute resolution procedures.

### **15. What is tariff barrier?**

A tariff designed to make imports more expensive than domestically produced products. That is, a tariff barrier is a tax imposed upon imports to protect local industries and companies.

### **Unit- III**

#### **16. What is MNC?**

A multinational corporation (MNC) is usually a large corporation incorporated in one country which produces or sells goods or services in various countries.

#### **17. Any two features of MNCs**

- (i) Huge Assets and Turnover.
- (ii) International Operations Through a Network of Branches.
- (iii) Unity of Control.
- (iv) Mighty Economic Power.

#### **18. What is TNCs?**

An Indian transnational corporation (TNC) is one that belongs to India i.e. having headquarters in India and having business operations in the form of subsidiary / affiliate, in at least one foreign country.

#### **19. Why companies become MNC.**

- i) Market growth
- ii) Product sourcing
- iii) Limit transport costs

#### **20. What is International trade?**

International trade is the exchange of capital, goods, and services across international borders or territories because there is a need or want of goods or services. In most countries, such trade represents a significant share of gross domestic product (GDP).

## **Unit- V**

### **21. What is liberalization?**

Liberalization the government has regulated the private sector organizations to conduct business transactions with fewer restrictions.

### **22. What is Privatization?**

The transfer of ownership, property or business from the government to the private sector is termed privatization.

### **23. What is globalization?**

Globalisation is the process of interaction and integration among people, companies, and governments worldwide.

### **24. Any two reason for privatization.**

- Improved efficiency.
- Lack of political interference.
- Short term view.
- Shareholders.
- Increased competition.

### **25. What is global economy?**

Global economy is the economy of all humans of the world, considered as the international exchange of goods and services that is expressed in monetary units of account.

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