

IMBA in GBM (NEP) Sem.-4 Examination

DSC-C-GBM-241T

Global Business Environment

Time : 2-00 Hours]

May-2025

[Max. Marks : 50

Instructions:

- **Figures to the right indicate Full Marks.**
- **Do not write anything on the question paper.**
- **Simple calculator is allowed. Do not use a scientific calculator.**

Q.1	What do you understand by the PESTEL Analysis? Write in detail.	10
	<u>OR</u>	
Q.1	Write a detailed note on the different components of Business Environment in detail.	10
Q.2	Elaborate a Market Defender Strategy in detail.	10
	<u>OR</u>	
Q.2	Write a detailed note on the different Types of Competitive Markets in detail.	10
Q.3	Explain the Characteristics of Business Strategy in detail.	10
	<u>OR</u>	
Q.3	Why Firm adopt a Growth Strategy for a business to succeed in the International Market? Write in detail.	10
Q.4	Elaborate a different type of Diversifications in detail.	10
	<u>OR</u>	
Q.4	What are some benefits of Strategic Business Unit in the Global Businesses? Write in detail.	10
Q.5	Write the Following: (Write any 5 out of 7) (2 Marks for Each Questions)	10
	1) Mention Formula of Market Share.....	
	2) Meaning of Niche Markets.....	
	3) What is Strategy?	
	4) When Turnaround Strategy required in the Businesses?	
	5) What are some advantages of Joint Ventures Strategy in Business? Write in detail.	
	6) Explain any 3 Advantages of Merger in detail.	
	7) Explain Modernization Strategy in detail.	