



SURNAME: TIE AGU

FORENAME(S): JULIAN

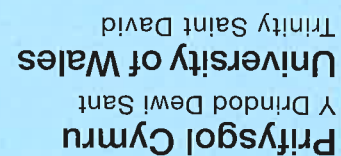
12 Pages

1. Please give the information requested in the boxes below.
2. Enter your name in the space provided to the right, fold over and seal down (using the label provided) to hide your name.
3. The answers must be legibly written. The Examiners can either ignore illegible script or have it typed and the expense of typing charged to the candidate.
4. Write your answers in ink.
5. Begin each answer on a fresh page. Do all rough work in the answer book and cross it through.
6. No part of this book is to be torn out; it must be handed in complete.
7. If more books than one are used, fasten them together using the tags available from the invigilator(s).
8. **Every book must be handed in. In no circumstances may answer books, used or unused, be taken out of the examination venue.**

1	Student Number	2107401
2	Title of Examination Paper	GLOBAL BUSINESS ENVIRONMENT
3	Module Code	LCBB 4005
4	Date and Time of Examination	23-07-2023 10.30
5	Examination Venue	LR 11
6	Seat Number	
7	Number of Answer Books handed in	

[illegible]

(Gweler yr ochr arall am y fersiwn Cymraeg)



12 Tüdalen

Cyfarwyddiadau i Ymgeiswyr

1. Rhwch yr holl wybodaeth y gofynnir amdani yn y blychau isod.
2. Rhwch eich enw yn y lle a ddarparwyd ar y dde, plynwch ef a'i seilo i lawr (gan ddefnyddio'r label a ddarparwyd) i guddio'ch enw.

guddio'ch enw.

3. Rhaid i'r atebion fod mewn llawysgrifen dda
gael ei theipio a chael yr ymgeisydd i dalu.

4. Ysgrifennwch eich atebion mewn inc.

5. Dechreuwch bob ateb ar dudalen newydd. Gwnewch unrhyw fras nodiadau yn y llyfr atebion a thynnu llinell drwyddynt.

6. Ni ddylid rhwgo unrhyw ran o'r llyfr hwn; rhaid ei gyflwyno yn gyfan.

7. Os defnyddir mwy nag un llyfr, rhwymwch hwy gyda'i gilydd gan ddefnyddio'r tagiau sydd ar gael oddi wrth y gwyllwyr/gwyllwyr.

8. Rhaid dychwelyd pob llyfr. Ni chaniau arholi o dan unrhyw amgylchiadau.

7	Nifer y Llyfrau Atebion a gyflwynwyd	
6	Rhif Sedd	
5	Lleoliad yr Arholiad	
4	Dyddiad ac Amser yr Arholiad	
3	Cod y Modwl	
2	Teitl y Papur Arholiad	
1	Rhif Myfyrwr	

(See the other side for English version)

[illegible]

Llenwch, plygwch a seliwch
(gweler nodyn 2 isod)

CYFENW:

ENW(AU) CYNTAF:

"PART A"

- 1 - B ✓
- 2 - B ✓
- 3 - B ✓
- 4 - D ✓
- 5 - A ✓
- 6 - B ✓
- 7 - B ✓
- 8 - C ✓
- 9 - A ✓
- 10 - B ✓

20/20

"PART B"

1A - CORPORATE SOCIAL RESPONSIBILITY IS THE COMPANY'S INITIATIVE TO TAKE ACTION UPON IT'S IMPACT ON SOCIAL AND ENVIRONMENTAL WELL BEING.

- ADVANTAGES - TAX BENEFIT, BRAND REPUTATION, MORE CUSTOMER, MORE PROFIT, ATTRACTING MEDIA,

- DISADVANTAGES - TIME CONSUMING, LESS PROFIT, HIGHER EXPENSES.

8/10

1B - BUSINESS ENVIRONMENT REFERS TO ALL FACTORS THAT CAN INFLUENCE THE BUSINESS.

THERE ARE TWO TYPE OF FACTORS:

- INTERNAL: THESE FACTORS CAN BE CONTROLLED. EXAMPLES: SHAREHOLDERS, EMPLOYEES AND MARKETING/FINANCE.

- EXTERNAL: THESE FACTORS CANNOT BE CONTROLLED. EXAMPLES: PESTLE. ALL POLITICAL, ECONOMICAL, SOCIO-CULTURAL, TECHNOLOGICAL, ENVIRONMENTAL OR LEGAL FACTORS.

8/10

2A - THE DIFFERENCE BETWEEN GDP AND GNP IT IS THAT GDP REFERS TO ALL ~~INVESTORS~~ ACTIVITIES BY DOMESTIC OR FOREIGN INVESTORS INSIDE THE COUNTRY WHILE GNP REFERS TO ALL ACTIVITIES BY DOMESTIC INVESTORS INSIDE OR OUTSIDE THE COUNTRY MINUS ALL ACTIVITIES BY FOREIGN INVESTORS INSIDE THE COUNTRY, (7/10)

2B - DIFFERENT SOCIO-CULTURAL FACTORS THAT CAN AFFECT THE BUSINESS:

- DEMOGRAPHICS - POPULATION'S AGE
- CULTURE - DIFFERENT BACK GROUNDS OR DIFFERENT TRADITIONS
- LIFESTYLE PREFERENCES - DIFFERENCES BETWEEN SINGLE OR MARRIED PEOPLE, DIFFERENCES BETWEEN NORMAL OR LUXURY LIFESTYLE, (16/20)
- COMMUNICATION - CAN BE MADE IN VARIOUS FORMS, VERBAL, BY PHONE CALLS OR BY EMAIL. (9/10)
- FOOD ATTITUDE - IN SOME REGIONS IT CAN BE AN OFFENSE IF YOU ARE NOT EATING WITH YOUR HANDS AND YOU ARE USING KNIFE AND FORK.
- POWER DISTANCE - IN SOME COUNTRIES IT IS EASIER TO REACH MANAGEMENT WHILE IN OTHER COUNTRIES IT IS VERY HARD.

3A ELASTICITY IS THE RESPONSE OF SUPPLY AND DEMAND TO A CHANGE IN PRICE OR INCOME. A PRODUCT CAN BE ELASTIC OR INELASTIC DEPENDING ON CUSTOMER.

FOR SOME PEOPLE A CERTAIN PRODUCT CAN BE A LUXURY PRODUCT, THAN IT WILL BE ELASTIC, ~~WHILE~~ FOR OTHER PEOPLE THE SAME PRODUCT CAN BE A NECESSITY MAKING IT INELASTIC.

EXAMPLES:

- ELASTIC GOODS: LUXURY GOODS, LIKE CARS, JEWELLRIES, EXPENSIVE BRAND CLOTHES.

- INELASTIC ~~GOODS~~: FOOD, WATER, MEDICINES.

- THERE IS A THIRD CATEGORY OF GOODS WHICH ARE CALLED UNIT ELASTIC GOODS BECAUSE THEIR VALUE NEVER CHANGES.

3A - DETERMINANTS OF ELASTICITY:

- TIME HORIZON - A GOOD CAN BECOME INELASTIC FROM ELASTIC (OR VICEVERSA) IN TIME.

- AVAILABILITY OF RESOURCES - CERTAIN PRODUCTS CAN BECOME INELASTIC FROM ELASTIC DUE TO DEPLETION OF RESOURCES REQUIRED FOR PRODUCTION.

- AVAILABILITY OF SUBSTITUTES - PRODUCTS OR GOODS CAN BECOME ELASTIC FROM INELASTIC IF A SIMILAR PRODUCT COMES UP ON THE MARKET AT A LOWER PRICE.

3B - MARKET FAILURE HAPPENS WHEN DEMAND AND SUPPLY ARE NOT EQUAL.

CAUSES OF MARKET FAILURE:

- INADEQUATE MARKET INFORMATION: WHEN COMPANIES DO NOT PERFORM A HIGH & VALUE RESEARCH OF

MARKET AND ITS FLUCTUATIONS.

- MARKET CONTROL OR POWER: WHEN A SINGLE OR A SMALL GROUP OF COMPANIES HAVE TOTAL CONTROL OVER MARKET.

- INEQUALITY OF RESOURCE DISTRIBUTION: WHEN A COMPANY'S RESOURCES ARE NOT DISTRIBUTED IN A FAIR AND EQUAL MANNER.

4A INTERNATIONAL TRADE IS THE EXCHANGE OF GOODS AND SERVICES BETWEEN COUNTRIES.

ORGANIZATIONS ENGAGE IN INTERNATIONAL TRADE BECAUSE IT BRINGS MANY ADVANTAGES SUCH AS:

- ACCESS TO FOREIGN GOODS AND SERVICES

- BRAND AWARENESS: COMPANY CAN MAKE THEIR NAME KNOWN IN OTHER MARKETS

- EXPANSION OF BUSINESS, LEADING TO MORE CUSTOMERS THEREFORE MORE PROFIT.

- SPREAD THE RISK: ~~ACCESSING~~ ACCESSING NEW MARKETS AND OPENING NEW BRANCHES OF THE COMPANY CAN BENEFIT. IN CASE ONE OF THEM WILL BE A FAILURE STILL THERE WILL BE OTHER BRANCHES TO COVER THE LOSS.

4B POLITICAL ENVIRONMENT REFERS TO ALL ACTIONS TAKEN BY THE GOVERNMENT THAT CAN AFFECT THE BUSINESS (NEW LAWS,

DIRECTIVES, REGULATIONS OR RULES).
EVERY ASPECT OF BUSINESS CAN
BE AFFECTED BY GOVERNMENT'S
DECISIONS, STARTING WITH COST OF
PRODUCTION, LABOUR AND PROFITABILITY.
IN SOME CASES GOVERNMENT'S
DECISION CAN AFFECT A BUSINESS IN
SUCH MANNER THAT IT CAN TAKE
THAT BUSINESS STRAIGHT TO BANKRUPTCY.

7/10

Question No.

Examiner Only

Question No.

Examiner Only

Arholwr yn unig

Arholwr yn unig Rhif y Cwestiwn

Rhif y Cwestiwn