



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	2246440
2	Title of Examination Paper	G B E
3	Module Code	LCBB4005
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	

Complete, fold and seal
(see note 2 below)

SURNAME: CARARE

FORENAME(S): ALIN - FLORIN

[illegible]

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

Cyfanswm	
Rhestrwch rfaur'r cwestiynau a ymgestwyd gennych	At Dibenion y Swyddfa

guddio'ch enw.

- Rhaid i'r atebion fod mewn llawysgriften ddarlennadwy. Gall yr Arholiwr naill ai anwybyddu sgript annarllennadwy, neu drefnu iddi gael ei theipio a chael yr ymgeisydd i dalu.
- Ysgrifennwch eich atebion mewn inc.
- Dechreuwch bob ateb ar dudalen newydd. Gwnewch unrhyw fras nodiadau yn y llyfr atebion a thynnu llinell drwyddynt.
- Ni ddylid rhwygo unrhyw ran o'r llyfr hwn; rhaid ei gyflwyno yn gyfan.
- Os defnyddir mwy nag un llyfr, rhwympwch hwy gyda'i gilydd gan ddefnyddio'r tagiau sydd ar gael oddi wrth y gwyllwrr/gwyllwyr.
- Rhaid dychwelyd pob llyfr. Ni chaniateir mynd â llyfrau atebion, wedi eu defnyddio neu heb eu defnyddio, allan o'r lleoliad arholio o dan unrhyw amgylchiadau.

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

Cyfarwyddiadau i Ymgeiswyr

12 Tüdalen

Llyfr Atebion Arholiadau



Prifysgol Cymru
Y Ddrindod Dewi Sant
University of Wales
Trinity Saint David

Llenwch, plygwch a seliwch
(gweler nodyn 2 isod)

CYFENW:

ENW(AU) CYNTAF:

1 - B ✓

2 - B ✓

3 - B ✓

4 - D ✓

5 - A ✓

6 - B ✓

7 - B ✓

8 - C ✓

9 - A ✓

10 - B ✓

(20/20)

PART B

4 A - International trade - Exchange of goods and ~~serv~~ services between countries and regions.

- The organizations engage in international trade to win more customers, to have the opportunity for a better selling price. They can access some goods or services which are not in their country.

(12/20)

(7/10)

Part (b) not attempted at the end

2 A - GNP - Economic Statistics which include GDP plus any income earned by resident from their overseas investments, minus income earned within domestic economy by overseas residents.

GNP - Gross National Product

GDP - Gross Domestic Product

GDP - ~~Economic Statistics which include all the income earned by the residents of a country.~~

(11/20)

(7/10)

- Total value of all goods and services produced domestically by a country.

Part (b) not attempted at the end

3A) $E = \frac{\Delta P}{\Delta Q} \times \frac{P_1}{Q_1}$ ✓ $E > 1$ - elastic
 $E < 1$ - inelastic ✓

$$\Delta P = P_2 - P_1$$

$$\Delta Q = Q_2 - Q_1$$

Elasticity - The resp. of quantity demand to a change in any of determinants of demand or supply. 5/10

5/10

3B) Market failure - is when the quantity of goods required by business is ~~less than~~ higher than the quantity of goods produced.

Exemple of causes:

- War
- Pandemic
- Brexit

6/10

1A) CSR - Corporate Social Responsibility - A company's initiative to take control of responsibility for the impact on the environment and social regulations.

Adv: Attract more customers, brand reputation
Dis: Costs, Lost profit.

6/10

12

6/10

1B) Business Environment - factors / forces who can affect the business.

- Internal (you can control): employees and goods
- External (you can't control): PESTEL
Political, Economic, Social, Technology, Environment, Legal.

6/10

4B) Political environment - is an external factor (P) which can affect business and which can't be controlled.

The business can be affected by:

- increasing the taxes.
- increasing the minimum wages

The business can be affected economically by Political Environment. They can change the laws

5/10

2B) Sociocultural factors that can affect business environment:

- Cultural
- Demographic
- Migration
- Religion

4/10

Question No.

Examiner Only

Question No.

Examiner Only

Arholwyr yn unig

Arholwr yn unig Rhif y Cwestiwn

Rhif y Cwestiwn

Question No.		Examiner Only		Question No.		Examiner Only	