



12 Pages

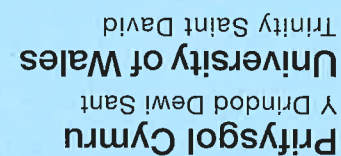
1. Please give the information requested in the boxes below.
2. Enter your name in the space provided to the right, fold over and seal down (using the label provided) to hide your name.
3. The answers must be legibly written. The Examiners can either ignore illegible script or have it typed and the expense 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	2241 286
2	Title of Examination Paper	ENVOIERS GLOBAL BUSINESS
3	Module Code	LCBB 4005
4	Date and Time of Examination	10:30 23/04/2023
5	Examination Venue	LR 11
6	Seat Number	
7	Number of Answer Books handed in	

(Gweler yr ochr arall am y fersiwn Cymraeg)

SURNAME: VOJNIC

FORENAME(S): RADUCU - IOXUT

[illegible]

12 Tudalen

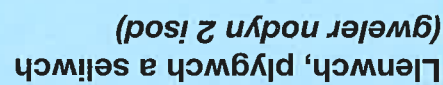
1. Rhwch yr holl wybodaeth y gofynnir amdani yn y blychau isod.
2. Rhwch eich enw yn y lle a ddarparwyd ar y dde, plynwch e' a' i, seio i lawr (gan ddefnyddio'r label a ddarparwyd) i guddio'ch enw.

1. Rhaid i'r atebion fod mewn llawysgriften ddarlennadwy. Gall yr Arholiwy'r naill ai anwybyddu sgrïpt annarllennadwy, neu drefnu iddi gael ei theipio a chael yr ymgeisydd i dalu.
2. Rhaid i'r atebion fod mewn llawysgriften ddarlennadwy. Gall yr Arholiwy'r naill ai anwybyddu sgrïpt annarllennadwy, neu drefnu iddi gael ei theipio a chael yr ymgeisydd i dalu.
3. Rhaid i'r atebion fod mewn llawysgriften ddarlennadwy. Gall yr Arholiwy'r naill ai anwybyddu sgrïpt annarllennadwy, neu drefnu iddi 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/gwylywyr.
8. Rhaid dychwelyd pob llyfr. Ni chaniateir mynd â llyfrau atebion, wedi eu defnyddio neu heb eu defnyddio, allan o'r lleoliad arholi o dan unrhyw amgylchriadu.

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

[illegible]

(See the other side for English version)



CYFENN:

ENW(AU) CYNTAF:

PART A

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

$\frac{18}{20}$

PART B

Part (a) not attempted

- 1 B) Type of business environment
 - internal - ex: lenders, supplier ✓
 - external (P.E.S.T.E.L)
- A) All the factors what can affect the business positive or negative ✓

$\frac{6}{10}$

$\frac{6}{10}$

$\frac{4}{10}$

- 2 B) - Culture - of language - ~~Need some explanation~~
 - body language ex eye contact
 - Communication - low
 - high
 - food attitude ✓
 - personal preferences ex: dressing
 - Power distance - low
 - high

$\frac{19}{20}$

$\frac{6}{10}$

GDP - all domestic activities by national and foreign investors ✓

GNP - all national activities and domestic internal and external

$\frac{4}{10}$

4 A) Exchange of goods between countries.
 A) International trade is when 2 businesses from different countries they are doing trade

Why - for more money

- brand awareness

- diversification.

- expand business

B) Political environment is: All the decisions taken by the government which can affect the business environment, not profit return profit

Can be affected by: tax and social changes

financial regulations
 environment protection
 employment protection.
 education and training

3 B) Market failure is then when the demand and supply are not equal =

- market control or power

- effect of public goods

- inadequate market failure

- external factors (political and natural disasters)

A) Elasticity - how responsive demand and supply is to a change in price or income

Factors - time horizon

- availability of resources.

- nature of goods

Question No.		Examiner Only		Question No.		Examiner Only	

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