



SURNAME: Dimo

FORENAME(S): Angelo

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	2246213
2	Title of Examination Paper	Global Bus. Environment
3	Module Code	LCBB-4005
4	Date and Time of Examination	23/07/2023 10:30 - 12:30
5	Examination Venue	LR 11
6	Seat Number	
7	Number of Answer Books handed in	

[illegible]

(Gweler yr ochr arall am y fersiwn Cymraeg)



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

Llyfr Atebion Arholiadau

12 Tudalen

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 seilio i lawr (gan ddefnyddio'r label a ddarparwyd) i guddio'ch enw.

1. Rhaid i'r atebion fod mewn llawysgriften ddarllenadwy. Gall yr Arholwyr naill ai anwybyddu sgrïpt annarllenadwy, neu drefnu iddi gael ei theipio a chael yr ymgeisydd i dalu.
2. 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.
3. Os defnyddir mwy nag un llyfr, rhwymwch hwy gyda'i gilydd gan ddefnyddio'r tagiau sydd ar gael oddi wrth y gwylwlwr/gwylwyr.
4. Ni ddylid rhwgo unrhyw ran o'r llyfr hwn; rhaid ei gyflwyno yn gyfan.
5. Dechreuwch bob ateb ar dudalen newydd. Gwnewch unrhyw fras nodiadau yn y llyfr atebion a thynnu llinell drwyddynt.
6. Ysgrifennwch eich atebion mewn inc.

(See the other side for English version)

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	Teitl y Papur Arholiad	
1	Rhif Myfyrwr	

Rhestrwch rifau'r cwestiynau a ymgeisiwyd gennyh	
At Ddiibenion y Swyddfa	

Llenwch, plygwrch a seliwrch
(gweler nodyn 2 isod)

CYFENW:

ENW(AU) CYNTAF:

Part A

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

$$\frac{56}{80} + \frac{18}{20} = \frac{74}{100}$$

$$\frac{18}{20}$$

Part B

- ① a) Corporate Social Responsibility is when the business is acting as a socially responsible, for example:

less wastage ✓

less pollution ✓

look after your employees ✓

charity/donation to the community ✓

$$\frac{12}{20}$$

$$\frac{7}{10}$$

Advantages: product quality, motivated employees, attract media, attract new ~~at~~ customers, brand reputation, tax benefit, employees and ~~at~~ customers loyalty.

Disadvantages: more cost, less profit, less productivity, less customers. ✓

(1.b) Business Environment refers to all factors that affect business activities, in a positive or in a negative way. ✓

Internal Environment:

Shareholders expectations ✓

managers view ✓

employees view ✓

SWOT ✓

marketing & finance (structure) ✓

what about
micro & macro?

6/10

External Environment:

Political ✓

Economic ✓

Socio-cultural ✓

Technological ✓

Environmental ✓

Legal. ✓

(2.a) GDP → measure the aggregate economic activities in the country. It is the total value of products produced by a domestic country in 1 year. ✓

5/2

9/10

GND → measure all economic activities by (citizens) within the country or outside minus income earned within a country domestically by overseas residents.

$$DI_N + FI_N - DI_o$$

(2.6)

- age-income $\rightarrow$ the older you are, the more you save
- dressing, food ✓
- festivals ✓
- power distance ✓
- eye contact / physical contact $\rightarrow$ in some countries, employees never see the manager because of their level difference.
- population change $\rightarrow$ in the future will be old people versus young people. ✓

6/10

(3.a) Elasticity is the response in change of supply and demand of products to change in price. ✓

If the response of supply & demand is more, then the product will be elastic.

If the change in price has no impact to supply & demand, then the product will be inelastic. ✓

10/20

elastic $\rightarrow$ luxury car, watch
inelastic $\rightarrow$ medicine, water.

9/10

$E > 1 \rightarrow$ elastic ✓

$E < 1 \rightarrow$ inelastic

$E = 1 \rightarrow$ unit elastic.

Determinants of Elasticity:

- Time horizon $\rightarrow$ in a short-run, ~~inelastic~~ elastic, in a long-run, elastic.
- Availability of resources $\rightarrow$ for suppliers: more resources, elastic, ~~limited~~ limited resources, inelastic.

- Availability of substitutes: if substitute available, elastic.
- proportion of income spent on product: if is large spent, elastic
- Nature of products $\rightarrow$ Luxury & need
Luxury $\rightarrow$ expensive car.
Need $\rightarrow$ water, medicine.

(3.6) Market failure is where the demand and supply are not equal. $MS \neq MD$.
Causes of market failure:

- inadequate market information (7/10)
- market of power or control
- inequality of resource ~~the~~ distribution
- external factors (political, ~~the~~ natural, economic)
- effect of products.

(4.a) International trade is the exchange of goods/services between countries.

A Organization engages in international trade ~~the~~ due the high profit, expand business, brand awareness, ~~the~~ access the new market, access in foreign goods & services, diversification which means that the risk will be spread.

Need more explanation

(A.6) Political Environment are all the political factors that affect the business activities. ✓

Aspect of business functions

- education & training ✓
- health & safety at work ✓
- environmental protection ✓
- protection of customers ✓
- taxation & social changes. ✓

6/10

Question No.		Examiner Only		Question No.		Examiner Only	