



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.**

[illegible]

(Gweler yr ochr arall am y fersiwn Cymraeg)

SURNAME: OPREA

FORENAME(S): MIRELA



Prifysgol Cyfnewid
y Ddrindod Dewi Sant
University of Wales
Trinity Saint David

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	

4. Ysgriennwch eich atebion mewn inc.

guddio'ch enw.

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 et a'i sello i lawr (gan ddefnyddio'r label a ddarparwyd)!

12 Tüdalen

ENW(AU) CYNTAF:

CYFENN:

Llenwch, plynwch a seliwch
(gweler nodyn 2 isod)

Rhestrwch rifau'r cwestiynau a ymgaisiwyd genny'ch	
At Ddibenion y Swyddfa	Cyfanswm

PART A: MULTIPLE CHOICE QUESTIONS

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

20/20

PART B: ESSAY - TYPE QUESTIONS

- ① A → CSR = IS THE INITIATIVE OF A COMPANY TO TAKE THE RESPONSIBILITY OF ITS IMPACT ON SOCIAL AND ENVIRONMENTAL WELL-BEING.

17/20 ADVANTAGES → MORE PROFIT ✓
 → MORE CUSTOMERS ✓
 → PRODUCT QUALITY ✓
 → TAX BENEFIT ✓
 → BRAND REPUTATION ✓
 → ATTRACT MEDIA ✓

20/20

DISADVANTAGES → MORE COSTS

→ LESS PROFIT ✓

→ LESS CUSTOMERS ✓

→ TIME CONSUMING

③ BUSINESS ENVIRONMENT = IS REFER TO ALL THE FACTORS THAT CAN AFFECT THE BUSINESS ACTIVITY EITHER ~~NEGATIVELY~~ OR POSITIVELY.

TYPES OF BUSINESS ENVIRONMENT :

9/10
- INTERNAL (WHICH CAN BE CONTROL)

SHAREHOLDERS

MARKETING + FINANCE ✓

EMPLOYEES

18/20
- EXTERNAL (CAN NOT BE CONTROL)

POLITIC - STABILITY, CORRUPTION

ECONOMIC - EXCHANGE RATE, INFLATION

SOCIOCULTURAL - EDUCATION, CULTURE

TECHNOLOGICAL - INNOVATION, INVENTION

ENVIRONMENTAL - CLIMATE CHANGE, ETHICS

LEGAL - RULES OF LAW

② (A) → GDP - IS ALL THE ~~ACTIVITIES~~ DOMESTIC ACTIVITIES NOT MATTER WHO OWN THE BUSINESS ✓

8/10
→ GNP - ALL THE ACTIVITIES OWN BY NATIONAL INVESTORS INSIDE AND OUTSIDE THE COUNTRY ✓ MINUS DOMESTIC FOREIGN.

$$GNP = D_N + F_N - D_F ✓$$

(B) SOCIOCULTURAL FACTORS THAT CAN AFFECT THE BUSINESS ENVIRONMENT :

→ CULTURE → THE BEHAVIOR THAT CHARACTERISE A COUNTRY

→ LANGUAGE → COMMUNICATION
→ BODY LANGUAGE (EYE CONTACT)

→ PERSONAL APPEARANCE → CLOTHES (THE WAY THAT THEY DRESS)

→ FOOD ATTITUDE → THE WAY THAT THEY EAT.

→ COMMUNICATION → BY EMAILS
→ CALLS
→ FACE TO FACE

→ INDIVIDUALISM → SOME PEOPLE LIKE TO WORK BY THEM
VS
OWN.

→ COLLECTIVISM → SOME PEOPLE LIKE TO WORK
IN GROUPS.

→ POWER DISTANCE

- LOW → IN SOME COUNTRIES IS EASY TO TALK WITH MANAGEMENT
- HIGH → IN SOME COUNTRIES IS VERY HARD TO TALK WITH MANAGEMENT

→ DEMOGRAPHIC — ALL HUMAN POPULATION THAT SURROUND A FIRM OR REGION

→ POPULATION CHANGES
→ AGE
→ INCOME

→ LIFE STYLE = THE GLOBAL INITIATIVE TO FIGHT AGAINST THE CLIMATE CHANGE THROUGH COMPANY ENGAGEMENT AND LIFE STYLE MODIFICATION.

③ (A) ELASTICITY = HOW RESPONSIVE THE DEMAND AND SUPPLY IS TO A CHANGE IN PRICE OR INCOME.

IF THE RESPONSE OF DEMAND AND SUPPLY IS MORE THE PRODUCT IS CALLED ELASTIC.
EX: LUXURY CARS

IF THE CHANGE IN PRICE HAVE NO IMPACT ON DEMAND AND SUPPLY IS CALLED INELASTIC

EX: FOOD, WATER, MEDICATION.

$$E = \frac{\Delta Q}{\Delta P} \times \frac{P}{Q}$$

~~4/2 ELASTIC~~

IF THE VALUE IS MORE THAN 1 = ELASTIC
IF THE VALUE IS LESS THAN 1 = INELASTIC
EQUAL = UNIT ELASTIC

DETERMINANTS OF ELASTICITY

- TIME HORIZON
- NATURE OF GOODS
- AVAILABILITY OF RESOURCES
- AVAILABILITY OF SUBSTITUTES
- PROPORTION OF INCOME TAKEN BY THE PRODUCT.

③ (B) MARKET FAILURE → WHEN DEMAND AND SUPPLY ARE NOT EQUAL.

CAUSES OF MARKET FAILURE :

- INADEQUATE MARKET INFORMATION - WHEN THE COMPANYS DON'T HAVE ENOUGH INFORMATION ABOUT MARKET.
- DEFECT OF PUBLIC GOODS - THE GOODS CAN NOT BE CHANGE.
- EXTERNAL FACTORS
 - ECONOMIC
 - POLITIC
 - NATURAL
- INEQUALITY OF RESOURCES DISTRIBUTION → WHEN THE RESOURCES ARE NOT DISTRIBUTED EQUAL.
- MARKET CONTROL OR POWER - WHEN ONE OR MORE COMPANYS HAVE THE CONTROL OF THE MARKET.

(4) ^(A) INTERNATIONAL TRADE = IS THE EXCHANGE OF GOODS AND SERVICES BETWEEN COUNTRIES.

WHY ORGANIZATION ENGAGE IN INTERNATIONAL TRADE:

- MINIMIZE THE RISK
- ACCESS TO A NEW MARKET
- MORE PROFIT AND SALES
- EXPAND BUSINESS
- ACCESS TO FOREIGN GOODS AND SERVICES

(D) POLITICAL ENVIRONMENT - ALL THE GOVERNMENT ACTIONS THAT AFFECT THE BUSINESS ENVIRONMENT, INVESTMENT RETURN PROFIT.

POLITICAL ENVIRONMENT

- MACRO → EXTERNAL FACTORS → WAR
 - MINIMUM TAXES
- MICRO → INTERNAL FACTORS → ENVIRONMENT POLICIES.

ASPECTS OF BUSINESS FUNCTIONS THAT ARE AFFECT
By GOVERNMENT DECISIONS :

- TAX AND SOCIAL CHANGES
- FINANCIAL REGULATIONS
- ENVIRONMENTAL PROTECTION ✓
- EMPLOYMENT PROTECTION
- EDUCATION AND TRAINING.