



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	22 39619
2	Title of Examination Paper	Global Business Environment
3	Module Code	LCRB 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)

SURNAME: Hcri 2

FORENAME(S): Mariana

Prysgol Cyfrau
Y Drindod 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 Archoliad	
3	Cod y Modwl	
2	Tell y Papur Arholiad	
1	Rhif Myfyrwr	

[illegible]

3. Rhaid i'r atebion fod mewn llawysgriften
gael ei theipio a chael yr ymgeisydd i da
4. Ysgrifennwch eich atebion mewn inc.
5. Dechreuwch bob ateb ar dudalen newydd
6. Ni ddylid rhwygo unrhyw ran o'r llyfr hw
7. Os defnyddir mwy nag un llyfr, rhwybm
8. Rhaid dychwelyd pob llyfr. Ni chaniat

1. Rhwch yr holl wybodaeth y gofynnir ar
2. Rhwch eich enw yn y lle a ddarparwyd

Cyfarwyddiadau i Ymgeiswyr

12 Tudalen

Llyfr Atebion Arholiadau



Llenwch, plynwch a seliwch
(gweler nodyn 2 isod)

CYFENW:

ENW(AU) CYNTAF:

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/gwylwyr.
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 amgylchriadau.

Part B: Essay

1. a) Corporate Social Responsibility (CSR) is social obligation, social responsibility, responsiveness. The company is acting as a socially responsible: for example:
- less wastage, less pollution, donation/charity to community, look after your employer.
- Advantage: ~~low~~ benefit, product quality attracts more customers, brand reputation, customer loyalty. (20/10)
- Disadvantage: more cost, less profit, less productivity, less customers. ✓

b) Business Environment is all factors that can affect the business.

Types of B.E is internal (micro) and external (macro).

Internal factors is:-

- employees
- managers
- share holders

SWOT ✓

External factors of B.E is (PESTEL)

- Political
- Economic
- Social
- Technology
- Environment ✓
- legal

(7/10)

(15/20)

4. a) International trade it is a exchange of good and services between country and regions. Organization engage in international trade because:

- more profit ✓
- good reputation ✓
- access a new market ✓
- diversification = spend risk ✓
- expand business ✓

1/10

8) Political environment is all regulations, directives, policies and rules that can affect everyone.

Some aspect of business functions are affected by government decisions:

- gover. policies ✓
- leadership and change ✓
- foreign trade ✓
- taxation ✓

6/10

2. a) GNP (gross national product) - is all economic statistics citizens plus any income earned by resident from their overseas investments, minus income earned within domestic economy by overseas residents.

GDP (gross domestic product) is the inflow and outflow in the country in period 1 year. It is measure the aggregate economic activity in the country. It is the total value of goods and services produced domestically by a country in 1 year. } 9/10

(13/20)

B) The different sociocultural factors that can affect the business environment is demographic, cultural and migration.

demographic:

- age income
- future population of old people vs young people

cultural:

- festival
- food, dressing
- languages
- power distance

migration - all business that can support the other country.

(6/10)

3. (b)

Market Failure, where supply and demand is not equal $MS \neq MD$

Cause of Market failure

- inadequate market information
- effect of public goods
- external factors: economic or political or natural
- inequality of resource distribution
- market control of power

a) Elasticity

The response in change of demand or supply of products to change in price

- if the response of demand and supply is more the product is called elastic (luxury, car, watch)

- if the change in price has no impact on demand or supply that it is called inelastic.

(ex.: food, water, medicine)

Part A.

1. (B) ✓

2. (B) ✓

3. (B) ✓

4. (D) ✓

5. (A) ✓

6. (B) ✓

7. (B) ✓

8. (C) ✓

9. (A) ✓

10. (B) ✓

20
20

Question No.		Examiner Only		Question No.		Examiner Only	