



12 Pages

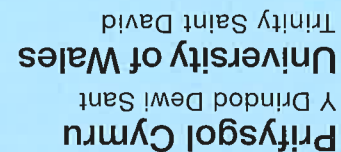
1. Please give the information requested in the boxes below.
2. Enter your name in the space provided to the right, fold over and seal down (using the label provided) to hide your name.
3. The answers must be legibly written. The Examiners can either ignore illegible script or have it typed and the expense 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	2244458
2	Title of Examination Paper	GLOBAL BUSINESS ENVIRONMENT
3	Module Code	LCBB4005
4	Date and Time of Examination	23.07.2023
5	Examination Venue	LR 11
6	Seat Number	
7	Number of Answer Books handed in	

(Gweler yr ochr arall am y fersiwn Cymraeg)

SURNAME: APOSTOLOV

FORENAME(S): DENI

[illegible]

12 Tüdalen

1. Rhwch yr holl wybodaeth y gofynnir amdani yn y blychau isod.
2. Rhwch eich enw yn y lle a ddarparwyd ar y dde, pwygch 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 datu.
2. 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 datu.
3. 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 datu.
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/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 amgylchadaw.

(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 Myfyriwr	

[illegible]

Llenwch, plygwrch a seliwrch
(gweler nodyn 2 isod)

CYFENN:

ENW(AU) CYNTAF:

DENI APOSTOLOV

224458

PART A

- ① b ✓ ⑥ b ✓
 ② b ✓ ⑦ b ✓
 ③ b ✓ ⑧ c ✓
 ④ d ✓ ⑨ a ✓
 ⑤ a ✓ ⑩ b ✓

(20/20)

PART B

- ① a) CORPORATE SOCIAL RESPONSIBILITY (CSR) is BUSINESS'S ACCOUNTABILITY AND COMMITMENT TO IMPROVE THEIR COMMUNITY, THE ECONOMY OR THE ENVIRONMENT. THE COMPANIES THAT ARE ACTING AS SOCIALLY RESPONSIBLE HAVE MORE BENEFITS AND ADVANTAGES SUCH AS MORE PROFIT/SALES, MORE BRAND AWARENESS, INVESTORS, OR OVERALL BUSINESS SUCCESS. THERE ARE ALSO DISADVANTAGES OF CSR TO BUSINESS LIKE IMPLEMENTING THE CSR AND ITS TIME CONSUMING. ALSO IT CAN BE EXPENSIVE ESPECIALLY FOR SMALL COMPANIES.

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(7/10)

b) BUSINESS ENVIRONMENT REFERS TO ALL THE INTERNAL AND EXTERNAL FACTORS AND CONDITIONS THAT CAN AFFECT A BUSINESS. ✓
THERE ARE TWO MAIN TYPES OF BUSINESS ENV.

- INTERNAL (MICRO), INCLUDES ALL THE FACTORS WITHIN THE ORGANIZATION THAT CAN BE CONTROL BY THE SAME COMPANY.

FOR EXAMPLE THE MANAGEMENT, EMPLOYEES, POLICIES, SUPPLIERS, CUSTOMERS ETC.

- EXTERNAL (MACRO), ALL THE FACTORS THAT ARE BEYOND THE CONTROL OF THE ORGANIZATION, STILL THEY CAN AFFECT AND HAVE BIG IMPACT ON THE OPERATIONS AND PERFORMANCE OF THE BUSINESS. THE EXTERNAL FACTORS ARE: POLITICAL, ECONOMIC, SOCIAL, TECHNOLOGY, ENVIRONMENT AND LEGAL.

②

a) THE GDP AND GNP ARE INSTRUMENTS THAT MEASURE THE ECONOMIC PERFORMANCE AND GROWTH OF COUNTRIES.

- GDP MEASURES THE TOTAL VALUE OF GOODS AND SERVICES WITHIN THE ~~COUNTRY'S~~ COUNTRY'S BORDER, DURING ONE PERIOD USUALLY ANNUALLY OR QUARTERLY.

- GNP MEASURES THE TOTAL VALUE OF GOODS AND SERVICES EARNED BY RESIDENTS WHETHER IS WITHIN THE COUNTRY'S BORDER OR ABROAD. *minus foreigner earn in domestic market*

b) THE SOCIOCULTURAL FACTORS CAN AFFECT THE OVERALL SUCCESS OF A BUSINESS. THERE ARE MORE FACTORS SUCH AS:

- DEMOGRAPHIC, WHERE IT SHOWS THE CHARACTERISTICS OF POPULATION LIKE AGE, GENDER, LEVEL OF EDUCATION, INCOME LEVEL ETC.

ALL THESE CAN AFFECT THE PURCHASING DECISIONS, PRICE OF PRODUCT, DEMAND ETC.

- CULTURAL NORMS AND VALUES.

DIFFERENT CULTURES HAVE DISTINCT NORMS AND VALUES THAT CAN AFFECT THE BUSINESS DIFFERENTLY, LIKE FOOD OR CLOTHING PREFERENCES.

- LANGUAGE AND COMMUNICATION

IT IS IMPORTANT FOR ALL THE COMPANIES TO HAVE A GOOD COMMUNICATION WITH THE BUYER AND UNDERSTANDING EACH OTHER.

③

a) ELASTICITY IS THE RESPONSE OF THE DEMAND AND SUPPLY OF THE PRODUCT AND SERVICES TO CHANGE IN PRICE OR OTHER FACTORS OF THE DEMAND AND SUPPLY.

IF THE DEMAND AND SUPPLY OF GOODS AND SERVICES IS CHANGED DUE TO PRICE OR OTHER FACTORS THAN THE PRODUCT IS ELASTIC. IF NOT THAN IS INELASTIC.

THERE ARE MORE FACTORS THAT ARE DETERMINANTS OF ELASTICITY OF THE PRODUCT:



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- AVAILABILITY OF RESOURCES.
IF THERE ARE MORE RESOURCES THAN THE PRODUCT IS ELASTIC.
- PROPORTION OF INCOME
IF THE PROPORTION OF INCOME IS HIGH THE PRODUCT IS ELASTIC.
- AVAILABILITY OF SUBSTITUTES
IF THE PRODUCT HAS SUBSTITUTE THAN IS ELASTIC.
- NATURE OF GOODS:
* LUXURY GOODS (DIAMONDS, EXTENSIVE CARS/PHONES) ARE ELASTIC
* NECESSARY GOODS (FOOD, WATER, TRANSPORT...) ARE INELASTIC

$$E = \left(\frac{\Delta Q}{Q} \right) \times \left(\frac{P}{Q} \right)$$

IF ITS EQUAL TO 1 IS UNIT ELASTIC
IF ITS BIGGER THAN 1 IS ELASTIC
IF ITS LOWER THAN 1 IS INELASTIC.

b) MARKET FAILURE HAPPEN WHEN THE DEMAND AND SUPPLY ARE NOT EQUAL.
THERE ARE MORE CAUSES OF MARKET FAILURE:

- INADEQUITY OF INFORMATION OR LACK OF INFORMATION BETWEEN THE SELLER AND THE BUYER.
- POWER CONTROL OF THE MARKET
- FACTORS LIKE POLITICAL, ECONOMICAL OR ENVIRONMENTAL SUCH AS NATURE DISASTERS.

④ a) THE EXCHANGE OF GOODS AND SERVICES BETWEEN THE COUNTRIES OR REGIONS IS CALLED INTERNATIONAL TRADE.

THE COMPANIES ENGAGE IN INTERNATIONAL TRADE DUE TO VARIOUS REASONS AND THEY STRIVE TO OBTAIN MORE BENEFITS. SUCH AS MORE PROFIT OR SALES, ENLARGEMENT OF THE BUSINESS, ACCESS TO NEW MARKET AND GOODS, ~~SEE~~ TO SPREAD THE RISK ETC.

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b) THE POLITICAL ENVIRONMENT IS ANY ACTION FROM THE GOVERNMENT THAT CAN AFFECT THE OPERATIONS OR PERFORMANCE OF A BUSINESS. FOR EXAMPLE THE GOVERNMENT CAN INCREASE THE TAXES FOR SOME COMPANIES AND LOWER IT ~~IT~~ FOR OTHERS. ALSO THEY CAN AFFECT THE BUSINESS WITH LABOR LAW, TARIFFS, POLICIES, POLITICAL STABILITY ETC.

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Question No.		Examiner Only		Question No.		Examiner Only	