



SURNAME: CRISTINA

FORENAME(S): CARARE

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	2246441
2	Title of Examination Paper	GLOBAL BUSINESS ENVIRONMENT
3	Module Code	LCBB 9005
4	Date and Time of Examination	23.07.23 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 Brindod 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, pigwch ef a'i selio i lawr (gan ddefnyddio'r label a ddarparwyd) i guddio'ch enw.

3. Rhaid i'r atebion fod mewn llawysgriften ddarllenadwy. Gall yr Arholiwr naill ai anwybyddu sgrïpt annarllenadwy, 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/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 amgylchadau.

(See the other side for English version)

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]

Llenwch, plynwch a seliwch
(gweler nodyn 2 isod)

CYFENW:

ENW(AU) CYNTAF:

1 b; 2 b; 3 a; 4 d; 5 a; 6 b;
7 b; 8 c; 9 a; 10 c.

(18/20)

1 b. BUSINESS ENVIRONMENT IS ALL COMPONENTS THAT AFFECT THE BUSINESS.

TYPES OF BUSINESS ENVIRONMENT: MICRO-INTERNAL FACTORS)
MACRO-EXTERNAL FACTORS)

INTERNAL

1 a) CSR - ~~is a~~ IS A RESPONSIBILITY

CSR ADVANTAGE: ATTRACT THE MEDIA ✓

CSR DISADVANTAGE: ~~THE~~ THE EMPLOYEES CAN BE EMPATHIC. ✓

CSR IS A ~~RESP~~ SOCIAL RESPONSIBILITY ✓

4 a) INTERNATIONAL TRADE IS EXCHANGE OF GOODS AND SERVICES BETWEEN COUNTRIES AND REGION

4 b) ORGANIZATION ENGAGE IN INTERNATIONAL TRADE FOR: MORE PROFIT; BUSINESS EXTEND; BUSINESS REPUTATION. ✓

2 b) SOCIOCULTURAL FACTORS:

- DEMOGRAPHIC ✓

- POLITICAL ✓

- TECHNOLOGICAL ✓

- SOCIAL ✓

2 a) GROSS NATIONAL PRODUCT (GNP)

INCLUDE ANY INCOME EARNED BY RESIDENT FROM THEIR OVERSEAS INVESTMENTS, MINUS EARNED WITHIN ECONOMY BY OVERSEAS RESIDENTS.

Question No.		Examiner Only		Question No.		Examiner Only	

Question No.

Examiner Only

Question No.

Examiner Only

Arholwr yn unig

Arholwr yn unig Rhif y Cwestiwn

Rhif y Cwestiwn

Question No.		Examiner Only		Question No.		Examiner Only	