



LEVEL 4 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	BA (Hons) Business Management – Skills for the Workplace		
Module:	Global Business Management		
Module code:	LCBB4005_BIRM	Contribution to Overall Module Assessment (%):	50%
Module Coordinator:	Essa Bah	Internal Verifier:	Yohan Mendis
Assignment Title:	▪ Written Exams ▪ (On Campus) ▪ (2hours)	Word count (or equivalent):	No word limit in the exam
Submission deadline: Exam Date	23 rd /07/2023 Time same as your lecture period	Return date of provisional marks & written feedback:	N/A
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): When the assessment is an exam, your lecturer will inform you of the mode of doing it and the time required to do it. Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates. If you are unable to do an exam, the extenuating circumstance form must be filled and submitted.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

**Module Learning Outcomes
(from module syllabus)**

LO1 - Recognise the major forces shaping the global business environment, and gain an understanding of the changing global business environment;

LO2 - Apply relevant business models (Porter's Diamond, Value Network, Five Forces, etc.) within the context of an international environmental analysis (PESTEL);

LO3 - Identify, and critically evaluate, the reasons why organisations engage in international trade;

LO4 - Assess markets in action, understanding their micro-economic and macroeconomic foundations, different market structures and their influence on firm strategy, long-run and short-run changes, and major features of the current international economy.

TASK DESCRIPTION

Exams Instructions & Submission Guidelines

1. Duration of Exams: **2 hours (you will be informed of the date and time)**
2. Availability of Exam Question Paper: **(10 minutes before the start time)**.
3. You will be provided with answer booklets. Please fill the relevant sections of the cover page of the answer booklet.
4. There should be silence during the exam and raise your hand if you need anything.
5. No foreign materials (e.g., papers, books, phones, tablets) will be allowed in your examination room.
6. Once you complete your exam, please wait for your answer booklet to be collected.
7. You cannot leave the exam room in the first 30 minutes, and the last 15 minutes.

PART A: Multiple Choice Questions

Students are required to answer ALL the questions in this section. Each question carries 2 marks. Students should write the correct answer in the answer booklet.

1. A PESTEL analysis studies the key external factors, such as
 - a) Political, Ecological, Social, Technology, Environment, Legal
 - b) Political, Economic, Social, Technology, Environment, Legal
 - c) Policy, Economic, Social, Technology, Environment, Legal
 - d) Political, Economic, Social, Technology, Environment, Labor

2. All people who directly or indirectly have an interest in the activities of an organization is:
 - a) Shareholder
 - b) Stakeholders
 - c) Government
 - d) Management

3. All monies flowing in and out of the country for a given period is called?
 - a) Foreign Investment
 - b) Balance of Payment.
 - c) Inflation
 - d) International Trade

4. What does CPI mean?
 - a) Consumer Price Index as a measure of interest rate
 - b) Consumer Productivity Index as a measure of inflation
 - c) Consumer Price Index as a measure of employment
 - d) Consumer Price Index as a measure of inflation

5. Economic Statistics which include GDP plus any income earned by resident from their overseas investments, minus income earned within domestic economy by overseas residents:
 - a) Gross National Product (GNP)
 - b) Gross Domestic Product (GDP)
 - c) Balance of Payment
 - d) Net Capital Account

6. _____ is a set of shared values or way of life, belief, practices, behaviors, norms and views that characterize a society/country/region?
- a) Politics
 - b) Culture
 - c) Technology
 - d) Legal
7. The relationship of price and demand of quantity is?
- a) Positive
 - b) Negative
 - c) Uneven
 - d) No relationship
8. Market is said to be equilibrium, when?
- a) Supply of product is higher than demand for product
 - b) Demand of product is higher than supply of the product
 - c) Supply of product at a particular price is the same as the demand for the product of that price
 - d) Demand of product at particular price is lower than supply of the product
9. Which of the following is a correct definition of international trade?
- a) Exchange of goods and services between countries and regions
 - b) Transfer of financial instruments around the world
 - c) Engagement in international trade agreements
 - d) Employment of employees from different countries.
10. Law, regulations, directives, policies, and rules that can affect everyone, including people and business is refer to:
- a) Sociocultural environment
 - b) Political environment
 - c) Economic environment
 - d) Technology environment

PART B: Essay-Type Questions (80 marks)

Students are required to answer ALL the questions in the section. Students should write clearly and support answers with relevant examples to earn maximum grade.

1.

- a. Explain "*Corporate Social Responsibility*" (CSR), and discuss the advantage and disadvantage of CSR to Business [10 Marks]
- b. Discuss Business Environment and two main types of Business Environment, with the help of examples [10 Marks]

2.

- a. Explain the difference between Gross Domestic Product (GDP) and Gross National Income (GNP) [10 marks]
- b. Discuss the different sociocultural factors that can affect the business environment [10 marks]

3.

- a) Explain elasticity and use few examples to support your answer, and the determinants of Elasticity [10 marks]
- b) What is market failure, and discuss difference causes of market failure? [10 marks]

4.

- a) Discuss International trade and explain, why organization engage in international trade? [10 marks]
- b) What is political environment, and explain what aspect of business functions are affected by government decisions? [10 marks]

