

BBA ITM Program

Semester-V

GLOBAL BUSINESS AFFAIRS-I

UNIT 1

- Explain the Globalization of World Economy.
- Write a note on Globalization of Business: Meaning and Dimensions.
- Explain the stages of Globalization and discuss the essential conditions for Globalization.
- Write a note on: Comparison between the old and new globalizations.
- Discuss the advantages and disadvantages of Globalization.

UNIT 2

- Explain the concept and objectives of Regional Economic Integration.
- Explicate the Theory of Customs Union.
- Write a short note on Types of Regional Economic Integration.
- Write a note on European Union.
- Write a note on South Asian Association for Regional Cooperation (SAARC).

UNIT 3

- Explain the concept of International Investment and Discuss the Factors affecting Foreign Investment.
- Write a note on Growth of Foreign Investment.
- Explicate the significance of Foreign Investment.

UNIT 4

- Define Multinational Corporations. Discuss the importance and dominance of Multinational Corporation.
 - Write a note on Organizational Models of Multinational Corporation.
 - Explain the meaning of Multinational Corporation. Briefly explain Multinational Corporation and International Trade.
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