

**EXAMINATION QUESTION PAPER: Reassessment, 2014**

<b>Module code:</b>	<b>EC4004</b>
<b>Module title:</b>	<b>Globalisation and the Modern Corporation</b>
<b>Module leader:</b>	<b>Paul Bullock</b>

<b>Date:</b>	<b>July/August 2014</b>
<b>Duration:</b>	<b>2 hours</b>

<b>Exam type:</b>	<b>Part Seen/Unseen, Closed</b>
<b>Materials supplied:</b>	<b>None</b>
<b>Materials permitted:</b>	<b>None</b>
<b>Warning:</b>	<b>Candidates are warned that possession of unauthorised materials in an examination is a serious assessment offence.</b>

<b>Instructions to candidates:</b>	<p>The examination requires candidates to answer three from ten questions.</p> <p>Students will be required to attempt the seen Question 1, and then <b>ANY 2 of the subsequent</b> questions.</p>
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**Consider the questions very carefully.**

**DO NOT TURN PAGE OVER UNTIL INSTRUCTED**

**You MUST answer the FIRST QUESTION and should then attempt only 2 of the subsequent questions.**

### **Compulsory Seen Question 1**

1. The terms 'globalisation' and 'imperialism' are two commonly used terms currently used in the communications media. Define each of these and consider whether either is useful in analysing the behaviour of multinational corporations.