



M 8698

Reg. No. :

Name :

II Semester B.B.A. Degree (CCSS-Supple./Improv.)
Examination, May 2015
CORE COURSE
2B02 BBA : Business Environment
(2012/13 Admn.)

Time: 3 Hours

Max. Weightage : 30

PART – A

This Part consists of **two** bunches carrying **equal** weight of **one**. **Each** bunch consist of **four** objective type questions. Answer **all** questions.

- I. 1) A multinational corporation is defined as
- a) Having a multi ethnic work force
 - b) Having suppliers in more than one country
 - c) Carrying out production in more than one country
 - d) None of the above
- 2) The system stresses the philosophy of individualism believing in private ownership of all agent of production called
- a) Socialism
 - b) Capitalism
 - c) Communism
 - d) None of these
- 3) All those economic factors which have a bearing or the functioning of a business unit called
- a) Economic environment
 - b) Technological environment
 - c) Social environment
 - d) Cultural environment
- 4) Scanning is _____ and ambiguous environmental analysis activity.
- a) Illustrated
 - b) Structured
 - c) Unstructured
 - d) None of these
- (W = 1)**

P.T.O.



- II. 5) _____ enterprise is an industrial, commercial or other economic activity owned and managed by the central or state government.
- a) Public sector unit b) Private sector unit
c) Govt. sector unit d) All of these
- 6) Economic reforms initiated since _____
- a) 1991 b) 1990
c) 1992 d) 1993
- 7) The preamble of the Indian Constitution was for the first time amended by the _____
- a) 24th Amendment b) 42th Amendment
c) 44th Amendment d) None of these
- 8) India follows _____ economic system.
- a) Social b) Capitalist
c) Mixed d) None of these

(W=1)

PART – B

Answer **any eight** questions. **Each** carries weightage of 1.

9. What are the important internal environmental factors ?
10. What is meant by monitoring the environmental analysis ?
11. What are the important economic factors which constitute the economic environment of a nation ?
12. What is industrial policy ?
13. What is fiscal policy ?
14. What is public sector enterprises ?
15. What is Judiciary ?
16. What are the three dimensions of legal environment ?
17. What are MNG ?
18. Expand WTO, GATT, IMF.

(8×1=8)



PART - C

Answer **any six**. Each carries weightage of **2**.

- 19. Explain the features of business environment.
- 20. Explain micro environment factors.
- 21. What are the characteristics of Indian planning ?
- 22. What are the agreements against public sector enterprises ?
- 23. What are the responsibility of government to business ?
- 24. Explain the merits of industrial policy 1991.
- 25. Explain the social responsibility of business towards the community.
- 26. Explain the importance of fundamental rights. (6×2=12)

PART - D

Answer **any two**. Each carry weightage of **4**.

- 27. What is business environment ? Explain the need and significance of business environment.
- 28. Explain the strategies in globalisation.
- 29. Explain the main environmental problems faced by India. (2×4=8)

Commitment _____ a) None of these

_____ b) those economic factors which have a bearing on the functioning of a business

_____ c) All of these

_____ d) Economic environment

_____ e) Technological environment

_____ f) Social environment

_____ g) Cultural environment

_____ h) Scanning is _____ and ambiguous environmental analysis activity

_____ i) Ill-structured

_____ j) Structured

_____ k) Unstructured

_____ l) None of these

(W = 1)