



K21U 3438

Reg. No. :

Name :



II Semester B.B.A./B.B.A.(R.T.M.) Degree (CBCSS – OBE-Reg./Sup./Imp.)

Examination, April 2021
(2019 Admission Onwards)

CORE COURSE

2B02BBA/BBA(RTM) : Business Environment

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark :

1. What is social responsibility of business ?
2. What is economic policy ?
3. State the ways of privatisation.
4. What is disinvestment ?
5. What is public sector ?
6. State the meaning of economic environment. (6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks :

7. State any four arguments against social responsibility.
8. Explain political environment.
9. What is ecological environment ?
10. What are the different types of pollution ?

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11. State the elements of economic environment.
12. State the basic features of Economic Policy, 1991.
13. Discuss the limitations of disinvestment.
14. What are the objectives of privatisation ? (6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. Discuss the components of business environment.
16. State the social responsibilities of business towards employees.
17. What do you mean by legal environment ?
18. What are the problems of MNCs ?
19. State the demerits of globalisation.
20. Discuss the objectives of public sector. (4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. What is environment analysis ? Explain its benefits and steps.
 22. What is social environment of business ? Explain the socio-cultural environmental forces affecting business.
 23. What is privatisation ? State its benefits. Also discuss its sins and pitfalls.
 24. What is globalisation ? What are its causes ? State its strategies. (2×5=10)
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