



K23U 1941

Reg. No. :

Name :

II Semester B.B.A./B.B.A.(RTM) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, April 2023
(2019 Admission Onwards)

Core Course

2B02BBA/BBA(RTM) : BUSINESS ENVIRONMENT

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries 1 mark :

- 1) What is Environment Scanning ?
- 2) What do you mean by Mega Environment ?
- 3) What is meant by Industrial Climate ?
- 4) What is Corporate Culture ?
- 5) What do you mean by Environmental Search ?
- 6) What is Legal Environment ?

(6×1=6)

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries 2 marks :

- 7) What is Globalisation ?
- 8) What do you mean by Public Sector ?
- 9) What is meant by Environment Variability ?
- 10) What is Economic Policy ?
- 11) What do you mean by Constitutional Environment ?
- 12) What is meant by Liberalisation ?
- 13) What do you mean by Competitive Advantage ?
- 14) What are the constituents of Micro Environment ?

(6×2=12)

P.T.O.



PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks :

- 15) Explain the features of General Environment.
- 16) Discuss the techniques of Environmental Search.
- 17) Explain the steps in Scenario Building.
- 18) Explain the routes to gain Rivalry Advantage.
- 19) What is the importance of Business Policies ?
- 20) What are the political factors affecting a Business ?

(4×3=12)

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** question carries **5** marks :

- 21) Elaborate the components of Economic Environment.
- 22) Discuss the Porter's model of competitive forces.
- 23) Explain the Globalisation impact on India and its prospects and challenges.
- 24) Discuss the limitations of Disinvestment.

(2×5=10)

