

Reg. No. :

Name :

II Semester B.B.A. Degree (CCSS – Reg./Supple./Improv.)
Examination, May 2014
(2012 Admn. Onwards)
Core Course
2B02 BBA : BUSINESS ENVIRONMENT

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) External environment of business is

- | | |
|-------------|-----------------|
| a) Physical | b) Demographic |
| c) Economic | d) All of these |

2) Technological environment involves

- | | |
|----------------------|------------------------------|
| a) R and D | b) Problem of technostucture |
| c) System complexity | d) All of these |

3) Which one of the following is not feature of business environment ?

- | | |
|---------------------------|--------------------------------------|
| a) Dynamic | b) In position to change environment |
| c) Symbiotic relationship | d) All of these |

4) Which of the following points covered by economic environment ?

- | | |
|--------------------|-------------------|
| a) Economic system | b) Infrastructure |
| c) Money market | d) All of these |

(W = 1)

II. 5) A mixed economy is _____ a planned economy.

- | | | | |
|---------------|--------------|--------------|--------------|
| a) Compulsory | b) Statutory | c) Voluntary | d) Necessary |
|---------------|--------------|--------------|--------------|

6) Economic system consists _____

- | | | | |
|---------------|---------|---------------|-----------------|
| a) Regulation | b) Land | c) Management | d) All of these |
|---------------|---------|---------------|-----------------|



- 7) Socialist economic system consists _____
- Social ownership of the means of production
 - Central planning
 - Role of state
 - All of these
- 8) Capitalist economic system consists _____
- Commodity economy
 - Labour power as a commodity
 - Individualism
 - All of these
- (W = 1)**

PART – B

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

- Define business environment.
 - Define micro environment.
 - What is environmental scanning ?
 - What is Exim policy ?
 - What is social responsibility ?
 - What is globalisation ?
 - What is privatisation ?
 - What is a sub-culture ?
 - What is socialism ?
 - What is economic policy ?
- (8×1=8)**

PART – C

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

- What are the objectives of EXIM policy ?
- What are the objectives of monetary policy ?
- What are the factors responsible for the growth of MNCs ?



- 22) What are the responsibilities of government to business ?
- 23) Explain the preamble of constitution of India.
- 24) Explain the impact of Industrial Development on Environment.
- 25) Explain the importance of the study of business environment.
- 26) Explain the role of MNC's in India.

(6x2=12)

PART – D

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

- 27) Discuss the strategies for going global.
- 28) Explain the internal environmental factors affecting business policy of an organisation.
- 29) What is privatisation ? Explain the objectives, merits and demerits of privatisation.

(2x4=8)