



K17U 1063

Reg. No. :

Name :

**II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (C.B.C.S.S.-Reg./
Supple./Imp.) Examination, May 2017
(Core Course)**

**2B02 BBA/BBA (TTM)/BBA (RTM) : BUSINESS ENVIRONMENT
(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ mark.

1. Define business environment.
2. What is political environment ?
3. What is liberalisation ?
4. What is an MNC ? ($\frac{1}{2} \times 4 = 2$)

SECTION – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is franchising ?
6. What is disinvestment ?
7. What are political institutions ?
8. What is preamble ?
9. What is SWOT Analysis ?
10. What is environmental analysis ? ($1 \times 4 = 4$)

P.T.O.



SECTION – C

Answer **any 6** questions. **Each** question carries **3** marks.

11. Explain important economic system.
12. Explain the merits of Industrial Policy 1991.
13. What are the arguments against public sector enterprises ?
14. What are the objectives of privatisation ?
15. What are the responsibilities of business towards Government ?
16. What are the elements of socio-cultural environment ?
17. What are the benefits of MNCs ?
18. What are the advantages of social audit ? (6×3=18)

SECTION – D

Answer **any 2** questions. **Each** question carries **8** marks.

19. Explain the criticisms of disinvestment policy.
 20. Explain the important external environmental factors.
 21. Discuss the social responsibility in terms of consumers, suppliers and government. (2×8=16)
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