



K18U 0520

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 2018
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 $\frac{1}{2}$ marks.

1. What is social audit ?
2. What is business environment ?
3. What is privatisation ?
4. What do you mean by social responsibility of business ? (4× $\frac{1}{2}$ =2)

SECTION – B

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

5. What is internal environment ?
6. What are the limitations of environmental analysis ?
7. What is economic environment ?
8. What do you mean by globalisation ?
9. What do you mean by sustainable development ?
10. What is political risk ? (4×1=4)



SECTION – C

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

11. What is external environment ?
12. What the components of economic environment ?
13. What are the features of privatisation ?
14. What are the vital institutions in political environment ?
15. What are the responsibilities of business towards government ?
16. Explain the relationship between business and environment.
17. What are the components of macro environment ?
18. What are the factors influencing political environment ? (6×3=18)

SECTION – D

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

19. Explain the components of business environment.
 20. Define globalisation. What are the merits and demerits of globalisation ?
 21. What is social responsibility of business ? Give arguments in favour and against social responsibility of business. (2×8=16)
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