

C 2403

B.B.A. (Three Year) DEGREE EXAMINATION, MARCH/APRIL 2017.

(End Semester Examination)

Second Semester

BUSINESS ENVIRONMENT

Time : 3 Hours

Max. Marks : 70

PART — A

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Internal environment.
2. Features of social environment.
3. Right to freedom.
4. Monetary policy.
5. Relationship between business and government.
6. Significance of business environment.
7. Meaning of Multinational Corporation.
8. Sources of technology transfer.

PART — B

Answer ALL the following questions. **(5 × 10 = 50 Marks)**

9. (a) Outline and explain the different environmental factors that create a profound impact on business.

Or

- (b) Define business environment. Discuss in detail the need for study by an industrial concern.

10. (a) Define culture. How does culture influence business?

Or

- (b) Describe briefly the science and technology policy of government of India.

Turn Over

11. (a) Explain the term political environment. Discuss the main institutions in the political system of the country.

Or

- (b) What are the salient features of Foreign Exchange Management Act (FEMA)?

12. (a) Define capitalism. Explain merits and demerits of capitalism.

Or

- (b) What is economic planning? What are the objectives and strategies of planning in India?

13. (a) Describe briefly the new EXIM policy of the government of India.

Or

- (b) Discuss the government policy towards direct foreign investment.
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