

**C-2403**

B.B.A. (Three Year) DEGREE EXAMINATION, MARCH/APRIL 2018.

End Semester Examination

Second Semester

Part – II

(Regular/Supplementary)

**BUSINESS ENVIRONMENT**

*Time : 3 Hours*

*Max. Marks : 70*

**PART — A**

Answer any FIVE of the following.

**(5 × 4 = 20 Marks)**

1. Meaning of the Business Environment.
2. Significance of Business Environment.
3. Meaning of Economic Environment.
4. 12<sup>th</sup> Five Year Plan (2012 – 2017)
5. Political Environment.
6. Who is Consumer?
7. Research on development.
8. Non Resident Indian Citizens (NRIs).

**PART — B**

Answer ALL the following questions.

**(5 × 10 = 50 Marks)**

9. (a) Write the definition and objectives and business environment.

Or

- (b) Write brief the external environment of business?

10. (a) State the factors of the socio-cultural environment.

Or

- (b) Meaning and elements of technological environment. Explain.

Turn Over

11. (a) State the elements and mention the impact of political environment on doing business in India.

Or

- (b) Write the elements and importance of legal environment.

12. (a) Write the components and importance of economic environment.

Or

- (b) What is Fiscal Policy? Write the objectives.

13. (a) Write the meaning and elements of International environment of business.

Or

- (b) With reference to Indian economy, state the arguments 'for' and against the multinational corporations.
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