

BBA (H) Semester II Examinations, 2022

Subject: Business Environment

Paper: BBA-2.2

Time: 4 Hours

Full Marks: 80

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Answer Q. 1 and any five from the rest.

1. Answer any ten questions:

2 × 10 = 20

- (a) What is environment?
 - (b) What do you mean by business environment?
 - (c) What is legal environment?
 - (d) What do you mean by socio-cultural environment?
 - (e) State two fundamental rights.
 - (f) What is consumerism?
 - (g) What is the objective of consumer protection?
 - (h) Define globalization.
 - (i) What is industrial policy?
 - (j) What are multi-national corporations?
 - (k) What is franchising?
 - (l) What do you mean by technological environment?
 - (m) What is joint venture?
 - (n) What is merger?
 - (o) What is contract manufacturing?
2. Explain different types of environment. 12
 3. Explain the objectives and process of business analysis. 12
 4. Explain the features and objectives of economic planning in India. 12
 5. Explain the concept, nature and impact of culture on business. 12
 6. Explain different economic systems and their characteristics. 12
 7. Discuss the objectives and dimensions of New Industrial Policy. 12
 8. Discuss the concept and nature of globalization 12
 9. Explain the concepts and trends of Liberalization, Privatization and Disinvestment. 12
 10. Write short notes on any two: 6×2=12
 - (a) International Environment of Business
 - (b) Intellectual Property
 - (c) Economic Reforms in India.
