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Roll No.

Total No. of Pages : 02

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BBA / BBA (SIM) (Sem.-2)

BUSINESS ENVIRONMENT

Subject Code : BBA-202-18 M.Code : 75917

Date of Examination : 21-11-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :
 - a) Outline the different factors that are part of Internal business environment.
 - b) Any three tools of monetary policy.
 - c) Any two reasons for poor performance of Public Sector Undertakings in India.
 - d) SWOT Analysis.
 - e) IMF.
 - f) Outline the main objectives of EXIM Policy.
 - g) SEBI.
 - h) Any two factors impeding globalization in India.

- i) Business Ethics.
- j) Objectives of SAARC.

SECTION-B

UNIT-I

- 2. Explain the concept of Business Environment. Discuss its significance.
- 3. What are the various problems/ shortcomings of Fiscal Policy in India? What suggestions will you give for necessary reforms in Fiscal Policy?

UNIT-II

- 4. Describe in detail various achievements of Public Sector in India.
- 5. What is the basic difference between Fundamental Rights and Directive Principles of State Policy? Describe in detail.

UNIT-III

- 6. What is Technology Transfer? Discuss various problems related to Technology Transfer.
- 7. “Socio-cultural factors play a significant role while formulating business strategies”. Do you agree? In the light of the above statement, discuss in brief, various socio-cultural factors affecting the business.

UNIT-IV

- 8. What do you mean by Mergers and Acquisitions? What are the factors responsible for Mergers and Acquisitions?
- 9. What are the functions of World Trade Organization? What are the consequences of WTO for our country?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.