

Paper Code : 21208

F-208

B. B. A. (Second Semester)

EXAMINATION, 2017

(New Course)

Paper No. BBA-(N)-201

BUSINESS ENVIRONMENT

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt any five questions. All questions carry equal marks.

1. What is Business Environment ? Discuss the factors affecting business environment. 7
2. Define Environmental Analysis. Discuss the stages of environmental analysis.
3. How does the political environmental influence the business policy of an organization ?
4. Explain the term capitalism with its characteristics, merits and demerits. 7
5. What do you mean by culture ? Also explain its layers and characteristics. How does culture affect the business decisions ?

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6. Define Private Sectors. State their importance in Indian economy. What are their main problems ? How can these problems be rectified ? 6
7. Discuss the globalization of Indian business with the factors favouring globalization and obstacles to globalization.
8. Explain the industrial policy with its objectives and reforms in Industrial Policy, 1991.
9. What are the instruments of monetary policy ? In what ways is it different from Fiscal Policy ? Explain.
10. Write short notes on any two of the following :
 - (i) Liberalisation
 - (ii) Corporate social responsibility
 - (iii) Communism
 - (iv) International trade

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