

Exam. Code : 105404

Subject Code : 1468

**BBA 4th Semester
BUSINESS ENVIRONMENT**

Paper—BBA-405

Time Allowed—3 Hours]

[Maximum Marks—50

Note :—Section-A : Attempt any **TEN** questions.
Each question carries **1** mark.

Section-B : Attempt any **TWO** questions.
Each question carries **10** marks.

Section-C : Attempt any **TWO** questions.
Each question carries **10** marks.

SECTION—A

1. (a) Write a short note on Business Environment.
- (b) What do you mean by globalization ?
- (c) Discuss significance of political environment of business.
- (d) What are the factors considered in Environmental Scanning ?
- (e) Write down the consumer rights available under Consumer Protection Act, 1986.
- (f) Discuss SWOT analysis in brief.
- (g) What is meant by deficit financing ?
- (h) Define the term social audit.

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(Contd.)

- (i) Discuss the objectives of public enterprises in India.
- (j) What is meant by business ethics ?
- (k) List down the highlights of the Union Budget 2015.
- (l) Define the term corporate governance.

SECTION—B

- 2. What do you mean by social environment of business ?
Discuss in detail the impact of social and cultural environment on modern business.
- 3. Describe the various facets of economic environment of business.
- 4. What do you mean by legal environment of business ?
Discuss in brief various laws which have a bearing on business in India.
- 5. Discuss the role of foreign collaborations and transfer of technology in an emerging economy like India.

SECTION—C

- 6. Examine the responsibility of business towards different sections of society. Discuss in detail the arguments for social responsibility of business.
- 7. What are the objectives of monetary policy in India ?
Explain in detail various measures of monetary policy used by RBI.
- 8. Describe in detail strategies of planning in India. Explain the importance of planning in a developing country like India.
- 9. Discuss in detail the rationale and objectives of disinvestment of Public enterprises.