

Exam. Code : 105404

Subject Code : 1501

Bachelor in Business Administration 4<sup>th</sup> Semester

**BUSINESS ENVIRONMENT**

**Paper—BBA-405**

Time Allowed—Three Hours] [Maximum Marks—50

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

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

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

**SECTION—A**

1. (a) Elaborate on the term Business Environment.
- (b) What is meant by globalization ?
- (c) Discuss significance of legal environment of business.
- (d) List down the factors considered in Environmental Scanning.
- (e) What are the rights available to consumer under Consumer Protection Act, 1986 ?

- (f) Explain in brief SWOT analysis.
- (g) Define Current Account Convertibility.
- (h) List down arguments against social responsibility of business.
- (i) Briefly explain objectives of public enterprises in India.
- (j) What is meant by Cash Reserve Ratio ?
- (k) List down the highlights of the 12th Five Year Plan.
- (l) Elaborate on the term monetary policy.

### SECTION—B

- 2. What is meant by social and cultural environment of business ? Explain in detail impact of social and cultural environment on modern business.
- 3. Discuss the various aspects of economic environment of business.
- 4. What do you mean by privatization ? Give arguments for and against privatization in a developing country like India.
- 5. Discuss techniques of environmental analysis. Explain the role of business manager in analysis and diagnosis of environment.

**SECTION—C**

6. Explain the concept of Social Audit. Discuss various activities included in social audit.
7. Explain objectives of fiscal policy in India. Explain the merits and demerits of fiscal policy.
8. Discuss in detail objectives of planning in India. Explain the importance of planning in a developing country like India.
9. Explain in detail the justification and objectives of Disinvestment of Public enterprises.