



(Please write your Exam Roll No.)

Exam Roll No. 0331420121

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE-2013

Paper Code: BBA204

Subject: Business Environment

BBA(TTM)204

BBA(MOM)204

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions. Internal choice is indicated. All questions carry equal marks.

Ques.1. Write notes on any two of the following :-

- a. Elements of macro environment
- b. features of Competition Act 2000
- c. Social audit.
- d. Status of technology in India.

Ques.2. Explain the process and limitations of environmental analysis.

OR

A well designed system of managing diversity must include certain elements. Discuss.

Ques.3. Differentiate between monetary policy and fiscal policy. What have been the objectives of recent monetary policies in India.

OR

Ques.4. Why Technological environment is crucial for the rapid industrial development of the economy. Discuss the status of technological development in India.

Ques.4. Why government intervention is necessary in business. Should there be limit for such intervention. Discuss.

OR

Why business ethics are must for Indian corporate sector. Discuss some of the ethics relevant for our country.

Ques.5. Write notes on any two of the following:-

- a. Concept of social responsibility
- b. Impact of culture on business.
- c. Objectives of long term fiscal policy.
- d. Innovation.
