

END TERM EXAMINATION

FOURTH SEMESTER [BBA(G)/BBA(TTM)/BBA(MOM)] MAY- JUNE 2014

Paper Code: BBA(G)/BBA(TTM)/BBA(MOM)-204

Subject: Business
Environment

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No.1 which is compulsory.

- Q.1 Attempt **any five** parts (not more than 50 words) of the following: **(3x5=15)**
- (a) Elements and Relevance of Micro Environment Variables.
 - (b) Characteristics of business.
 - (c) Need and benefits of Economic Planning.
 - (d) Limitations of environment analysis.
 - (e) Management of technology.
 - (f) Impact of globalization on Indian Economy.
 - (g) Role of Government in the business development in India.
- Q.2 What is Corporate Governance? What is its relevance in India? Briefly discuss the concept of corporate governance. **(15)**
- Q.3 Write short notes on the following: **(7.5x2=15)**
- (a) Transfer of Technology – concept and process.
 - (b) Legal environment of business.
- Q.4 (a) State the constituents of Business Environment. Explain how they influence business? **(7.5)**
- (b) What methods can be used to study relevant environment surrounding business? **(7.5)**
- Q.5 (a) Discuss briefly the arguments in favour of Privatization of the Economy. **(7.5)**
- (b) Examine the major changes introduced in the industrial policy of India since 1991. **(7.5)**
- Q.6 (a) Define 'Business Environment'. What causes it to be Turbulent? **(7.5)**
- (b) How intervention from government agencies try to improve business environment. **(7.5)**
- Q.7 What do you understand by corporate social responsibility? How social audit can be used to evaluate role of corporate citizens in our social environment. **(15)**
- Q.8 Write an essay on the monetary and fiscal policy of our country. In a year how many times it is announced? How such a policy help in restructuring the economy of a country? Give highlight of recent monetary and credit policy of GOI. **(15)**