

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: BBA204

Subject: Business Environment

BBA(TTM)204

BBA(MOM)204

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1. Write notes on **any three** of the following:- (5x3=15)

- (a) Characteristics of business
- (b) Objectives of fiscal policy in a developing economy
- (c) Sources of technological dynamics
- (d) Cultural gaps.

Q2. Discuss the powers and functions of competition commission of India. (15)

OR

What are the major instruments of monetary policy? How far these are enforced by the Reserve Bank of India? (15)

Q3. Although government intervention is necessary in business. Yet we are diverting from it in India. Discuss the rationale for it. (15)

OR

Define the concept and nature of culture. What has been the impact of cultural environment on business? (15)

Q4. Discuss the concept of business environment. Define and distinguish between micro and macro environment. (15)

OR

Economic and social objectives of business are complementary to each other yet these are conflicting. How these can be reconciled. Discuss. (15)

Q5. Write notes on **any three** of the following: (5x3=15)

- (a) Benefits of ethical codes.
- (b) Competitive structure of business
- (c) Status of technology in India
- (d) Legal environment
