

(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY JUNE 2017

Paper Code: BBA-204

Subject: Business Environment

BBA (MOM)-204

BBA (TTM)-204

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No1 which is compulsory.

- Q1 Explain **any three** of the following:-  
(a) Limitations of environment analysis.  
(b) Objectives of monetary policy. Discuss only one.  
(c) Role of Government policy.  
(d) Technological leadership  
(e) Relevance of micro economic environment
- Q2 What do you mean by business environment? What are the internal and external components of the business environment.
- Q3 Political and legal forces exercise a deep influence on business. Discuss with suitable examples.
- Q4 Discuss the powers and functions of Competition commission of India. How does it help in maintaining level playing field in the corporate world?
- Q5 What do you mean by state intervention in business. Explain with suitable examples done by our government in recent years.
- Q6 Define and explain the concept of cultural conformity. Explain the cultural factors that play a vital role in creating opportunities and chaos in business.
- Q7 (a) Explain the relevance of social responsibility of business.  
(b) Discuss the rational of business ethics for our corporate sector.
- Q8 How does transfer of technology takes place? Explain the precautions required, and the legal issues for the import of foreign technology in our country.

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