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Total No. of Pages : 02

Total No. of Questions : 09

BBA / BBA (SIM) (Sem.-2)
BUSINESS ENVIRONMENT

Subject Code : BBA-202-18

M.Code : 75917

Date of Examination : 21-11-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. Write briefly :

- a) Outline the different factors that are part of Internal business environment.
- b) Any three tools of monetary policy.
- c) Any two reasons for poor performance of Public Sector Undertakings in India.
- d) SWOT Analysis.
- e) IMF.
- f) Outline the main objectives of EXIM Policy.
- g) SEBI.
- h) Any two factors impeding globalization in India.
- i) Business Ethics.
- j) Objectives of SAARC.

SECTION-B

UNIT-I

2. Explain the concept of Business Environment. Discuss its significance.
3. What are the various problems/ shortcomings of Fiscal Policy in India? What suggestions will you give for necessary reforms in Fiscal Policy?

UNIT-II

4. Describe in detail various achievements of Public Sector in India.
5. What is the basic difference between Fundamental Rights and Directive Principles of State Policy? Describe in detail.

UNIT-III

6. What is Technology Transfer? Discuss various problems related to Technology Transfer.
7. *“Socio-cultural factors play a significant role while formulating business strategies”*. Do you agree? In the light of the above statement, discuss in brief, various socio-cultural factors affecting the business.

UNIT-IV

8. What do you mean by Mergers and Acquisitions? What are the factors responsible for Mergers and Acquisitions?
9. What are the functions of World Trade Organization? What are the consequences of WTO for our country?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.