

Reg. No. :

Name :

II Semester B.B.A./B.B.A.(R.T.M.) Degree (CBCSS – OBE-Reg./Sup./Imp.)

(St=5x8)

Examination, April 2021

(2019 Admission Onwards)

CORE COURSE

2B02BBA/BBA(RTM) : Business Environment

Time : 3 Hours

Max. Marks : 40

PART – A

Answer all questions. Each question carries 1 mark :

1. What is social responsibility of business ?

2. What is economic policy ?

3. State the ways of privatisation.

4. What is disinvestment ?

5. What is public sector ?

6. State the meaning of economic environment.

(6x1=6)

PART – B

Answer any 6 questions. Each question carries 2 marks :

(06x2=12)

7. State any four arguments against social responsibility.

8. Explain political environment.

9. What is ecological environment ?

10. What are the different types of pollution ?



11. State the elements of economic environment.
 12. State the basic features of Economic Policy, 1991.
 13. Discuss the limitations of disinvestment.
 14. What are the objectives of privatisation ?
- (6×2=12)

PART – C

Answer any 4 questions. Each question carries 3 marks.

15. Discuss the components of business environment.
 16. State the social responsibilities of business towards employees.
 17. What do you mean by legal environment ?
 18. What are the problems of MNCs ?
 19. State the demerits of globalisation.
 20. Discuss the objectives of public sector.
- (4×3=12)

PART – D

Answer any 2 questions. Each question carries 5 marks.

21. What is environment analysis ? Explain its benefits and steps.
 22. What is social environment of business ? Explain the socio-cultural environmental forces affecting business.
 23. What is privatisation ? State its benefits. Also discuss its sins and pitfalls.
 24. What is globalisation ? What are its causes ? State its strategies.
- (2×5=10)



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SECTION - C

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**II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS-Suppl./
Improv.) Examination, April 2020
(2014-2018 Admissions)**

Core Course

2B02 BBA/BBA(TTM)/BBA(RTM) : BUSINESS ENVIRONMENT

Time : 3 Hours

Total Marks : 40

SECTION – A

Answer all questions. Each question carries ½ mark.

1. What is internal Environment ?
2. Define low income economies.
3. Who is a supplier ?
4. What is forecasting ?

SECTION – D

SECTION – B

Answer any four questions. Each question carries 1 mark.

5. What is a market intermediary ?
6. What is globalization ?
7. What do you mean by fiscal policy ?
8. What is concurrent list ?
9. Define culture lag.
10. What is disinvestment policy ?

P.T.O.



SECTION – C

Answer any six questions. (Not exceeding one page) Each question carries 3 marks.

11. What are the components of business environment ?
12. What are the benefits of environmental analysis ?
13. Briefly describe the important economic policies.
14. Government plays an important role in every national economy of the world.
Q Justify. List Out
15. What are the elements of culture ?
16. What are the objectives of privatization ?
17. What are the essential conditions for the successful globalization of business ?
18. Differentiate licensing and franchising.

SECTION – D

Answer any two questions. Each question carries 8 marks.

19. Discuss in detail the social responsibility towards shareholders, employees, consumers and community.
20. Examine the drivers and restrainers of globalization.
21. Give a brief account of important external environmental factors in business.