



K23U 1941

Reg. No. : .....

Name : .....



**II Semester B.B.A./B.B.A.(RTM) Degree (CBCSS – OBE – Regular/  
Supplementary/Improvement) Examination, April 2023  
(2019 Admission Onwards)  
Core Course  
2B02BBA/BBA(RTM) : BUSINESS ENVIRONMENT**

Time : 3 Hours

Max. Marks : 40

**PART – A**

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark :

- 1) What is Environment Scanning ?
- 2) What do you mean by Mega Environment ?
- 3) What is meant by Industrial Climate ?
- 4) What is Corporate Culture ?
- 5) What do you mean by Environmental Search ?
- 6) What is Legal Environment ?

**(6×1=6)**

**PART – B**

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks :

- 7) What is Globalisation ?
- 8) What do you mean by Public Sector ?
- 9) What is meant by Environment Variability ?
- 10) What is Economic Policy ?
- 11) What do you mean by Constitutional Environment ?
- 12) What is meant by Liberalisation ?
- 13) What do you mean by Competitive Advantage ?
- 14) What are the constituents of Micro Environment ?

**(6×2=12)**

P.T.O.



## PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks :

- 15) Explain the features of General Environment.
- 16) Discuss the techniques of Environmental Search.
- 17) Explain the steps in Scenario Building.
- 18) Explain the routes to gain Rivalry Advantage.
- 19) What is the importance of Business Policies ?
- 20) What are the political factors affecting a Business ?

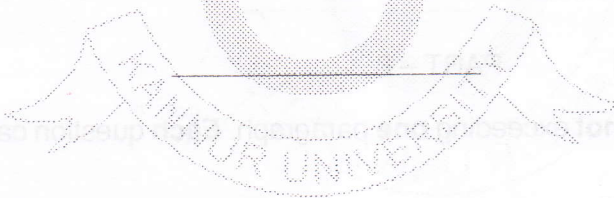
(4×3=12)

## PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** question carries **5** marks :

- 21) Elaborate the components of Economic Environment.
- 22) Discuss the Porter's model of competitive forces.
- 23) Explain the Globalisation impact on India and its prospects and challenges.
- 24) Discuss the limitations of Disinvestment.

(2×5=10)





**K22U 1241**

Reg. No.: .....

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**II Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S.-O.B.E. – Regular/  
Supplementary/Improvement) Examination, April 2022  
(2019 Admission Onwards)**

**Core Course**

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

Time : 3 Hours

Max. Marks : 40

**PART – A**

Answer **all** questions. **Each** question carries 1 mark.

1. Define social audit.
2. What is legal environment ?
3. What is disinvestment ?
4. State any two features of Economic Policy 1991.
5. State the meaning of globalisation.
6. What are the different types of pollution ?

**(6×1=6)**

**PART – B**

Answer **any 6** questions. **Each** question carries 2 marks.

7. Explain the steps in environment analysis.
8. State the economic role of Government.
9. What are the factors affecting social environment ?
10. Discuss the objectives of public sector.
11. State the arguments against privatisation.
12. Explain global environment of business.
13. State the meaning of ecological environment.
14. Discuss the different problems faced by MNCs.

**(6×2=12)**

P.T.O.



**K22U 1241**



**PART – C**

Answer **any 4** questions. **Each** question carries **3** marks.

15. Discuss constitutional environment.
16. Explain the elements of economic environment.
17. Discuss the arguments against social responsibilities of business.
18. What are the limitations of disinvestment ?
19. What are the arguments against privatisation ?
20. Discuss the essential conditions of globalisation. **(4×3=12)**

**PART – D**

Answer **any 2** questions. **Each** question carries **5** marks.

21. Explain the classification of business environment.
  22. Define social responsibility of business. Explain the social responsibilities of business towards various sections of the society.
  23. What is privatisation ? Discuss its objectives and benefits.
  24. Discuss the impact of globalisation on the economy. **(2×5=10)**
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K21U 3438

Reg. No. : .....

Name : .....

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

**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. **(6×1=6)**

**PART – B**

Answer **any 6** questions. **Each** question carries **2** marks :

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 ?

P.T.O.



K21U 3438



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)





K20U 0339

Reg. No. : .....

Name : .....

**II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS-Supple/  
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 – 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. Justify.
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.