

**BBA-04**  
**December – Examination 2021**  
**BBA (Part I) Examination**  
**Business Environment**  
**Paper : BBA-04**

*Time : 1½ Hours ]*

*[ Maximum Marks : 70*

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*Note* :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

**Section-A**

**4×3½=14**

**(Very Short Answer Type Questions)**

*Note* :- Answer any *four* questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries 3½ marks.

1. (i) What is Internal Environment of Business ?
- (ii) Define Demography.
- (iii) What is Economic Planning ?
- (iv) What do you mean by Cultural Traits ?
- (v) What is Global Warming ?
- (vi) What do you mean by Business Forecasting ?
- (vii) What do you understand by Industrial Policy ?
- (viii) What is PPP ?

**Section–B** **4×14=56**

**(Short Answer Type Questions)**

*Note* :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 14 marks.

2. State the constitution of business environment. Explain how these put influences on business decisions.
3. What is political risk assessment ? How do MNCs manage political risks ?

4. Why technology is a source of competitive advantage for a firm ? Explain.
5. Why is it important for a business to manage cultural diversity ? Explain with examples.
6. What steps according to you should government take to curb the menace of Industrial Sickness ?
7. What are credit control measures of the RBI ? Explain each in brief.
8. What is Privatization ? What are the positive and negative consequences of Privatization ? Explain.
9. Define International Business Environment. Write a note on the motives to the business enterprise for internationalization.