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## **BBA-04**

**December – Examination 2020**

### **BBA (Part I) Examination**

**Business Environment**

**Paper : BBA-04**

*Time : 2 Hours ]*

*[ Maximum Marks : 70*

*Note* :- The Question paper is divided into two sections A and B. Write Answers as per the given instructions.

#### **Section–A**

**7×2=14**

#### **(Very Short Answer Type Questions)**

*Note* :- Answer all 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 2 marks.

1. Explain the following terms within **30** words each :

- (i) External Environment
- (ii) Economic Planning

- (iii) Industrial Policy
- (iv) Born Sickness
- (v) Reverse Repo Rate
- (vi) Joint Venture
- (vii) Shipping Bill

**Section-B** **4×14=56**

**(Short Answer Type Questions)**

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

2. Point out various internal environment components affecting business decisions.
3. Why is it necessary to study the demographic environment ? Explain its importance.
4. What is Political risk assessment ? How do MNCs manage political risks ?
5. Discuss the importance of understanding social trends for determining business strategies.
6. Critically evaluate the New Industrial Policy of India.

7. What steps according to you should government take to curb the menace of Industrial Sickness ? Discuss.
8. Discuss the role of Commercial Banks in Industrial Financing.
9. Discuss the advantages and disadvantages of International Trade for an exporter.