

BBA-04

June – Examination 2022

BBA (I Year) Examination

Business Environment

Paper : BBA-04

Time : 1½ 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

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 do you mean by External Environment of business ?

- (ii) What do you mean by Economic Planning ?
- (iii) What do you mean by Technology Transfer ?
- (iv) What do you understand by Industrial Policy ?
- (v) Write the objectives of Competition Law.
- (vi) What do you mean by Monetary Policy ?
- (vii) What is NIDC ?
- (viii) What is Political Risk to business ?

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. Why is it necessary to study the demographic environment ? Explain its importance.
- 3. What do you mean by Economic Environment ? Business strategies are decided on the basis of economic factors, explain these economic factors.
- 4. Discuss the importance of understanding social trends for determining business strategies.

- 5. What steps according to you should government take to curb the menace of Industrial Sickness ?
- 6. Write an essay on “Development of PPP in India”.
- 7. What are credit control measures of the RBI ? Explain each in brief.
- 8. What are the positive and negative consequences of Privatization ? Explain.
- 9. Discuss the advantages and disadvantages of International Trade for an exporter.