



Reg. No. : .....

Name : .....

**Third Semester B.B.A. Degree Examination, December 2017**  
**(Career Related First Degree Programme under CBCSS)**  
**Core Course**  
**BM 1341 : BUSINESS ENVIRONMENT AND POLICY**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

- I. Answer **all 10** questions **not** exceeding **2** sentences **each**. **Each** question carries **1** mark. **(10×1=10 Marks)**
- 1) Define Business Environment.
  - 2) What is Social Audit ?
  - 3) What is a mixed economy ?
  - 4) What are political institutions ?
  - 5) Define the term 'Fiscal Policy'.
  - 6) What do you mean by 'Social Responsibility' ?
  - 7) Explain foreign collaboration.
  - 8) Give the expansion of GATT.
  - 9) What is a MNC ?
  - 10) Define culture.

**SECTION – B**

- II. Answer **any eight** questions **not** exceeding **one** paragraph **each**. **Each** question carries **2** marks. **(8×2=16 Marks)**
- 11) What do you understand by industrial policy ?
  - 12) State four drawbacks of capitalist economy.
  - 13) Explain how suppliers influence business decisions.



- 14) What are the limitations of environmental analysis ?
- 15) What are the elements of culture ?
- 16) State any four principles of WTO.
- 17) What are the different types of competition ?
- 18) What are the different types of economic system ?
- 19) What do you understand by SEBI ?
- 20) State the objectives of monetary policy of India.
- 21) Explain the purposes of social audit.
- 22) Explain intellectual property right.

### SECTION – C

III. Answer **any six** questions **not exceeding one page each**. Each question carries 4 marks. **(6×4=24 Marks)**

- 23) Explain briefly the different steps in environmental analysis.
- 24) Explain the factors involved in Micro environment.
- 25) Discuss the arguments in favour of social responsibility.
- 26) Discuss briefly the disadvantages of globalization.
- 27) Explain the different methods of transfer of technology.
- 28) Elucidate the objectives of exim-policy.
- 29) What are the drawbacks of multi-national corporations ?
- 30) Discuss briefly the features of business environment.
- 31) Explain classification of industry as per industrial policy 1956.

### SECTION – D

IV. Answer **any two** questions **not exceeding four pages each**. Each question carries 15 marks. **(2×15=30 Marks)**

- 32) What are industrial policies ? Explain the objectives and provisions of Industrial Policy 1972.
  - 33) Discuss the macro environmental factors affecting business decisions.
  - 34) Discuss the important provisions of FEMA.
  - 35) Discuss the challenges to economic reforms in India.
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