

Reg. No. : .....

Name : .....

Third Semester B.B.A. Degree Examination, October 2019

Career Related First Degree Programme Under CBCSS

Group 2 (b)

Core Course : BM 1341 BUSINESS ENVIRONMENT AND POLICY

(2017 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Write short answers to the below **ten** questions in **one** or **two** sentences.  
Each question carries 1 mark.

1. List out the participants of external micro environment of business. 9
2. What do you mean by environmental economics?
3. Mention some components of economic policy.
4. What is meant by fiscal policy?
5. What is the meaning of Technological environment?
6. Define the legal environment of business.
7. What do you mean by social audit?
8. What do you mean by Corporate Social Responsibility?

9. What is WTO?
10. What do you mean by foreign collaboration?

(10 × 1 = 10 Marks)

### SECTION – B

Answer any **eight** questions in not exceeding **one** paragraph each. Each question carries **2** marks.

11. How do you differentiate the external micro and macro environment?
12. Give some reasons as to why organizations wish to undertake environmental audit.
13. Mention some of the components of economic environment.
14. How do you think that the fiscal policy influence the consumer demand?
15. List out the main features of the EXIM Policy.
16. What are the four basic types of intellectual property?
17. Mention the four major elements of the political environment of India.
18. List out the four broader aspects of CSR.
19. What are the basic elements of culture? Explain how they influence business.
20. List out the drawbacks of countertrade.
21. Explain Joint Venture as a foreign market entry strategy.
22. What are the objectives of GATT?

(8 × 2 = 16 Marks)

### SECTION – C

Answer any **six** questions in not exceeding **120** words. Each question carries **4** marks.

23. List out the internal factors that have a influence on the business.
24. How are the political forces on business classified? Explain them in short.
25. What economic changes were initiated by the Government under the Industrial Policy, 1991? What impact have these changes made on business and industry?
26. How does the fiscal policy of the country influence business?
27. Why did the public sector enterprises fail in India?
28. What are the functions of SEBI?
29. What are the arguments which are in favour of corporate social responsibility?
30. Differentiate GATT and WTO.
31. List out the disadvantages of MNCs in India.

**(6 × 4 = 24 Marks)**

### SECTION – D

Answer any **two** questions in not exceeding **4** pages each. Each question carries **15** marks.

32. Write a detailed note on the significance of business environment.
33. Discuss in detail the major instruments of monetary policy and fiscal policy that influences the Indian business.
34. What is social responsibility of business? How is it being implemented by business houses in India?
35. Enumerate the major causes for the growth of MNCs in India.

**(2 × 15 = 30 Marks)**