

Reg. No. : .....

Name : .....

**Third Semester B.B.A. Degree Examination, March 2022**  
**Career Related First Degree Programme under CBCSS**

**Group 2(b)**

**Core Course**

**BM 1341 : BUSINESS ENVIRONMENT AND POLICY**

**(2017-2018 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer all questions in one or two sentence. Each question carries 1 mark.

Expand/Define :

1. Business environment
2. Fiscal policy
3. Technology transfer
4. Trademark
5. Globalisation
6. Intellectual property rights

7. Macro environment
8. SEBI
9. MNC
10. Political environment.

**(10 × 1 = 10 Marks)**

### SECTION – B

Answer **any eight** questions in one paragraph. Each question carries **2** marks.

11. What are the importance of technological environment?
12. Write a note on social audit.
13. What are the features of business environment?
14. What are the objectives of business?
15. Write a note on environmental analysis.
16. Explain the different economic factors.
17. Explain the globalisation strategies.
18. What are the principles of WTO?
19. What are the objectives of SEBI?
20. Explain the objectives of MRTP Act.
21. Explain the importance of FEMA.
22. Explain the responsibility of business towards creditors.

**(8 × 2 = 16 Marks)**

### SECTION – C

Answer **any six** questions. Each question carries **4** marks.

23. Explain the limitations of environmental analysis.
24. Briefly explain the benefits from MNC's to home countries.
25. Explain the importance of MNC's.
26. Explain the constraints of technological growth.
27. Explain the responsibility of government towards the business.
28. Describe the objectives of new industrial policy.
29. Prepare a note on applicability of FEMA act.
30. Explain the need of economic reforms.
31. Describe the levels of culture.

**(6 × 4 = 24 Marks)**

### SECTION – D

Answer **any two** long essays from the following. Each question carries **15** marks.

32. Prepare a note on micro and macro environment.
33. Explain the elements of socio-cultural environment.
34. Explain the impact of culture on business.
35. Discuss different types of environment.

**(2 × 15 = 30 Marks)**