

Seat No. : 1121

NK-102

November-2017

B.B.A., Sem.-V

CC-302 : Business Environment

Time : 3 Hours]

[Max. Marks : 70

1. (A) What is Business Environment ? Explain factors affecting external environment. 7

OR

Is it necessary for businessman to study business environment ? Why ?

(B) Explain the reforms introduced by RBI in Indian Money Market. 7

OR

Write a note on "SEBI and Secondary Capital Market".

2. (A) Define Budget. Explain the constituents of Budget. 7

OR

Which are the various price and distribution control methods ? Explain.

(B) What is Privatization ? Explain ways of privatization. 7

OR

Explain in detail "Exit Policy".

3. (A) Explain the types of foreign investment taking place in India. 7

OR

Write a note on "WTO".

(B) Discuss the latest EXIM Policy of India. 7

OR

Discuss the merits and demerits of MNCs.

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4. (A) Discuss the social responsibilities undertaken by business firm. What are the factors affecting social responsibilities of a firm ?

7

OR

Explain the importance of Business Ethics.

- (B) Discuss the measures taken by government to protect consumers interest in India.

7

OR

“Natural environment affects the business of any nation.” Discuss.

5. Do as directed.

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- (1) _____ (Technology / Government policies) is the external factor of Business environment.
- (2) Legislature falls in _____ environment. (Political / Economic)
- (3) Commercial Bill is _____ instrument. (Negotiable / Non-Negotiable)
- (4) Give full form of LAF.
- (5) Dual pricing is designed to _____.
 - (a) protect weaker section
 - (b) protect Government
 - (c) Both (a) & (b)
 - (d) None
- (6) What is the meaning of “Disinvestment” ?
- (7) Give meaning of “Fiscal Deficit”.
- (8) Primary Deficit = _____ - Interest payment. (Fiscal deficit / Revenue deficit)
- (9) _____ said that consumerism is the shame of total marketing concept. (Peter Drucker / Philip Kotler)
- (10) Where is the headquarter of WTO located ?
- (11) Consumer Protection Act 1986 extends to whole of India except _____ . (Goa, Jammu & Kashmir)
- (12) Give full form of TRIPs.
- (13) What is Technology ?
- (14) Mention three factors which determine technological dynamics.