

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: BBA204

Subject: Business Environment

BBA(TTM)204

BBA(MOM)204

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1. Write notes on **any three** of the following:- (5x3=15)
- (a) Characteristics of business
 - (b) Objectives of fiscal policy in a developing economy
 - (c) Sources of technological dynamics
 - (d) Cultural gaps.
- Q2. Discuss the powers and functions of competition commission of India. (15)
- OR**
- What are the major instruments of monetary policy? How far these are enforced by the Reserve Bank of India? (15)
- Q3. Although government intervention is necessary in business. Yet we are diverting from it in India. Discuss the rationale for it. (15)
- OR**
- Define the concept and nature of culture. What has been the impact of cultural environment on business? (15)
- Q4. Discuss the concept of business environment. Define and distinguish between micro and macro environment. (15)
- OR**
- Economic and social objectives of business are complementary to each other yet these are conflicting. How these can be reconciled. Discuss. (15)
- Q5. Write notes on **any three** of the following: (5x3=15)
- (a) Benefits of ethical codes.
 - (b) Competitive structure of business
 - (c) Status of technology in India
 - (d) Legal environment