



**II Semester B.B.A. Examination, July/August 2024  
(NEP Scheme)**

**BUSINESS ADMINISTRATION**

**2.3 : Business Environment**

Time : 2 ½ Hours

Max. Marks : 60

**Instruction :** Answers should be written **completely** in **English**.

**SECTION – A**

Answer **any six** sub-questions. **Each** answer carries **2** marks.

**(6×2=12)**

1. a) What do you mean by Micro environment ?  
b) Give the meaning of Fiscal policy.  
c) Give the meaning of Perceptual mapping.  
d) What is IPR ?  
e) What do you mean by EXIM policy ?  
f) What is MNC ?  
g) What do you mean by technology transfer ?  
h) What is natural environment ?

**SECTION – B**

Answer **any three** of the following. **Each** answer carries **4** marks.

**(3×4=12)**

2. State the rights of consumer under Consumer Protection Act 2019.
3. Briefly explain the impact of natural environment on business.
4. Write a note on economic policies of India.
5. State Porter's Five Forces model.
6. Explain New Industrial Policy of business in India.



## SECTION – C

Answer **any three** questions. **Each** answer carries **12** marks.

**(3×12=36)**

7. What is Business Environment ? Explain the importance of business environment.
  8. Elucidate the reasons for Government Intervention and bring out the disadvantages of Government Intervention.
  9. Explain various foreign market entry strategy.
  10. Elaborate in detail the stages and essential conditions of globalisation.
  11. Discuss the influence of technical environment of a business.
-