

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

MS3CO04 Business Environment

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. The term business environment refers to \_\_\_\_\_ factors which impact functioning of a firm. **1**
- (a) External factors (b) Management related factors  
(c) Internal factors (d) Internal and External factors
- ii. \_\_\_\_\_ are generally considered as controllable factors. **1**
- (a) Internal factors (b) External factors  
(c) Cost of production (d) None of these
- iii. Liberalization means- **1**
- (a) Free determination of interest rates  
(b) Liberating the industry, trade and economy from unwanted restrictions  
(c) Opening up of economy to the world by attaining international competitiveness  
(d) Reducing number of reserved industries
- iv. Globalisation is the term used to describe process of removal of restriction on- **1**
- (a) Investment (b) Foreign Trade  
(c) Both (a) and (b) (d) None of these
- v. Which one is not the main objective of Fiscal Policy in India? **1**
- (a) To promote employment opportunities  
(b) To minimize the inequalities of income and wealth  
(c) To promote price stability  
(d) To increase liquidity in economy

[2]

- vi. FEMA is a replacement to which Act? **1**  
 (a) MRTP Act (b) FERA  
 (c) Competition Act (d) Companies Act
- vii. When MNCs reduce their tax bill in different host countries this is usually done by a technique called: **1**  
 (a) Technology transfer (b) Transfer pricing  
 (c) Import substitution (d) Product switching
- viii. The main objective of society and business is \_\_\_\_\_. **1**  
 (a) Economic and social objective  
 (b) Cultural objective  
 (c) Technological objective  
 (d) Non objective
- ix. The Headquarter of IMF is located at: **1**  
 (a) Geneva (b) London (c) Paris (d) Washington DC
- x. Where is the headquarters of the WTO located? **1**  
 (a) Austria (b) Geneva (c) New York (d) Washington DC
- Q.2 i. Define business environment. **2**  
 ii. What do you mean by micro and macro environment? **3**  
 iii. What do you mean by environmental analysis explain its objectives and significance? **5**
- OR iv. Explain the concept scope and objectives of business environment. **5**
- Q.3 i. What are the elements of economic environment? **2**  
 ii. Explain the impact of liberalization, privatization and globalization on Indian business. **8**
- OR iii. Explain the different economic systems and also explain the characteristics of Indian economy. **8**
- Q.4 i. Define and explain the elements of political environment. **3**  
 ii. Explain the role of government in regulation and development of business. **7**
- OR iii. What is fiscal and monetary policy? Explain its importance and features. **7**
- Q.5 i. What are the social responsibilities of business? **4**

[3]

- ii. Explain the elements of technological environment and its impact on business with example. **6**
- OR iii. Explain in detail the elements of socio-cultural environment. **6**
- Q.6 Attempt any two:
- i. What are the elements of international environment? **5**
- ii. Explain about the IMF and also explain the challenges of international business. **5**
- iii. Explain the features of international economic institutions: WTO and World bank. **5**

\*\*\*\*\*