

MBA-I Semester (2014)
Question Bank
Business Environment (106)

Unit I

Very short Answer type questions . (1.5 marks each)

- Q.1 What do you mean by business.
- Q.2 What is business environment.
- Q.3 Define Internal business environment?
- Q.4 Write about External business environment?

Short Answer type questions . (02 marks each)

- Q-1 Draw a diagram of Internal and External business environment?
- Q.2 Write about consumerism?
- Q.3 Explain the concept of environmental scanning?

Long Answer type questions . (03 marks each)

- Q.1 Differentiate between business and business environment?
- Q.2 Write down the importance or significances of business environment?
- Q.3 What do you mean by business environment? Briefly discuss about types of business environment with the help of diagram.
- Q.4 Explain fully the Process of Environmental Scanning?
- Q.5 Write short notes on:-
 - a- Philosophy of capitalism,
 - b- Philosophy of socialism,
- Q.6 Write down the nature of environmental scanning?
- Q.8 What do you mean by consumerism? Elaborate its needs.

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