



End Term (Even) Semester Examination May-June 2025

Roll no.....

Name of the Program and semester: BBA-2nd

Name of the Course: **BUSINESS ENVIRONMENT**

Course Code: **BBA 205**

Time: 3 hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1.

- a. *"In today's volatile global market, businesses cannot survive without constantly scanning their environment."* Discuss this statement with examples highlighting the role of micro and macro environmental factors. (CO1)
- b. How do micro-environment factors differ from macro-environment factors in influencing business operations? (CO1)
- c. Explain with examples how understanding the business environment can provide a competitive advantage to firms. (CO1)

Q2.

- a. *"No economic system is perfect; each carries its own strengths and flaws."* Analyze how different economic systems shape business opportunities and challenges, especially in a country like India. (CO2)
- b. *"Small Scale Industries (SSIs) are the backbone of the Indian economy but face numerous hurdles."* Critically evaluate the role, significance, and problems faced by SSIs in modern India. (CO2)
- c. Discuss the role of the private sector in shaping the modern Indian economy. (CO2)

Q3.

- a. *"Government policies can either accelerate or hinder business growth."* (2X10=20 Marks)
Examine this statement in the context of India's Industrial Policies and Economic Planning evolution (from Planning Commission to NITI Aayog). (CO3)
- b. *"Privatization and liberalization have reshaped Indian businesses in unprecedented ways."* Discuss with examples the impact of economic reforms (LPG policies) on business practices in India. (CO3)
- c. Analyze how globalization has changed the competitive landscape for Indian industries. (CO3)

Q4.

- a. *"Corporate Social Responsibility (CSR) is not charity; it is essential for sustainable business."* (2X10=20 Marks)
Critically discuss the importance of CSR towards different stakeholders in the Indian context. (CO4)
- b. *"Culture shapes consumption, leadership, and marketing strategies."* Analyze how understanding social and cultural dimensions is crucial for business success, especially for multinational companies. (CO4)
- c. In what ways has technological development led to social changes that businesses must adapt to? (CO4)

Q5.

- a. *"International organizations like WTO and IMF are referees and players in global business."* (2X10=20 Marks)
Evaluate how these organizations influence international business and trade patterns. (CO5)
- b. Explain the role of GATT in promoting international trade and its relevance today. (CO5)



End Term (Even) Semester Examination May-June 2025

c. How can changes in the global environment influence business strategies of multinational corporations?
(CO5)