



**II Semester B.B.A. Examination, June/July 2025**  
**(NEP Scheme)**  
**BUSINESS ADMINISTRATION**  
**Paper – 2.3 : Business Environment**

Time : 2½ Hours

Max. Marks : 60

***Instruction : Answer should be written completely in English only.***

**SECTION – A**

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

**(6×2=12)**

1. a) What do you mean by Business Environment ?
- b) What do you mean by Globalization ?
- c) Mention the sources of technology acquisition.
- d) What do you mean by EXIM policy ?
- e) Mention any two rights of consumer under Consumer Protection Act.
- f) What do you mean by technology transfer ?
- g) Expand :
  - i) MNC's
  - ii) TNC's.
- h) What do you mean by Macro Environment ?

**SECTION – B**

**Answer any three questions. Each answer carries 4 marks.**

**(3×4=12)**

2. Briefly explain the objectives of Consumer Protection Act, 2019.
3. What are the various stages of globalization ? Explain.
4. Explain the factors influencing political and legal environment.
5. Explain the impact of social and natural environment on business.
6. What are the importance of technological environment ? Explain.



SECTION – C

Answer any three questions. Each answer carries 12 marks.

(3×12=36)

7. Explain the features and significance of Business Environment.
8. What is monetary policy ? Explain the impact of monetary policy on business.
9. Explain the merits and demerits of globalization of business.
10. Explain the impact of EXIM policy on the development of Indian Economy.
11. What is Intellectual Property Right ? Explain the various types of IPR with example.