

BBA/D-16  
MICRO BUSINESS ENVIRONMENT  
PAPER-BBA-202

Time Allowed: 3 Hours

Maximum Marks: 80

Note: Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.

1. Explain the following in upto 100 words each :
  - (a) Concept of business environment.
  - (b) Social factor
  - (c) Strategy
  - (d) Economic planning
  - (e) Professionalisation
  - (f) Competition Act
  - (g) Socialism
  - (h) Planning role of government.
2. Describe the Economic and Political forces affecting business and growth.
3. What do you mean by environmental scanning? What are sources of data for environmental scanning? Also explain in brief SWOT analysis.
4. What is country risk? What are types of country risk? How can we control country risk in investment decisions?
5. Differentiate between the following :
  - (a) Capitalism and Socialism
  - (b) Regulatory role and promotional role
  - (c) Social Responsibility and Business ethics
6. Describe objectives, strategy and problems in economic planning.
7. Bring out the economic role of Government in business. To what extent our government has played its role successfully? Also mention constitutional role in business.
8. Do you think the provisions of MRTP, ACT are still relevant for business to ensure healthy competition? If yes, describe how?