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DCBB204

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II Semester B.B.A. Degree Examination, June/July - 2025

BUSINESS ADMINISTRATION

Business Environment

(NEP Scheme Repeaters)

Paper : 2.3

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates:

Answers should be written completely in English only.

SECTION - A

Answer any Five of the following questions. Each question carries Two marks.

(5×2=10)

1. a) Define business environment.
- b) What do you mean by micro environment?
- c) What is MNC?
- d) What do you mean by technology transfer?
- e) What is eco-system?
- f) What is globalisation?
- g) Name two types of innovations.

SECTION - B

Answer any Four of the following questions. Each question carries Five marks.

(4×5=20)

2. Discuss the merits of globalisation.
3. State the causes for state intervention in business.
4. Explain the importance of legal environment.
5. Write a brief note on digital transformation in Indian business.
6. Explain any two modes of market entry strategies for international markets.

[P.T.O.]



SECTION - C

Answer any Two of the following questions. Each question carries Twelve marks.

(2×12=24)

7. Explain the impact of natural environment on business decisions.
8. What is the need of globalisation? What are the different stages of globalisation?
9. Explain the positive and negative impact of technology on society.

SECTION - D

Answer any One of the following question. This carries Six marks.

(1×6=6)

10. List out the benefits of technology on business.
11. List out the impact of globalisation on Indian business.