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DCBB204

Reg. No.

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II Semester B.B.A Degree Examination, September - 2023

BUSINESS ADMINISTRATION

Business Environment

(NEP Scheme)

Time : 2½ Hours

Maximum Marks :60

Instructions to Candidates:

Answer should be written in English only.



SECTION - A

Answer any **FIVE** of the following questions. Each question carries 2 marks.

(5×2=10)

1. a) Define the term Business Environment.
- b) What do you mean by Transnational corporations?
- c) Mention any 2 reasons for state intervention in Business.
- d) Define the term Globalization.
- e) List out any 2 Economic factors affecting business.
- f) What is Natural Environment?
- g) What is Fiscal Policy?

SECTION - B

Answer any **FOUR** of the following questions. Each question carries 5 marks.

(4×5=20)

2. Briefly explain the types of Business Environment.
3. Explain any 5 features of the Natural Environment.
4. Explain the impact of Industrial Policy on Business.
5. Explain any 5 benefits of Globalisation.
6. Briefly explain the modes of acquiring technology in Business.

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SECTION - C

Answer any TWO of the following questions. Each question carries 12 marks.

(2×12=24)

7. Explain various strategies for entering into foreign markets.
8. Explain various internal environmental factors that influences Business.
9. Explain the impact of Exim Policy and Industrial Policy on Business.

SECTION - D

Answer any ONE of the following question, Each question carries 6 marks.

(1×6=6)

10. List out the benefits of technology on Businesses.
 11. Draft Five force model of industry analysis for any Imaginary Business.
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