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DCBB204

Reg. No.

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II Semester B.B.A Degree Examination July/August - 2024

**BUSINESS ADMINISTRATION****Business Environment**

(NEP Scheme)

Paper : 2.3

Time : 2½ Hours

Maximum Marks :60

**Instructions to Candidates:**

Answer Should be written in English.

**SECTION - A**

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

(5×2=10)

1. a) Define Business environment.
- b) Expand MNC's and TNC's
- c) List any two Economic factors affecting business.
- d) What is Natural Environment?
- e) Define Innovation.
- f) What do you mean by licensing?
- g) Define Monetary policy.

**SECTION - B**

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

(4×5=20)

2. Explain the nature of Business environment
3. Briefly explain any five benefits of globalisation.
4. Explain any five features of Natural environment.
5. State the benefits of Technology in business.
6. Explain the characteristics of Indian economy

[P.T.O.]





**SECTION - C**

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

(2×12=24)

- 7. Explain the Internal and External factors affecting Business Environment
- 8. Explain the various strategies for entering foreign markets.
- 9. Describe the Economic factors affecting Business.

**SECTION - D**

Answer any ONE of the following questions. Each question carries 6 marks.(1×6=6)

- 10. Identify the benefits of Digital transformation in India.
- 11. Draft five forces model for Imaginary business.

