

BBA 1st Semester (Honours) Examination-2022-23

BACHELOR OF BUSINESS ADMINISTRATION

Course ID : 13214

Course Code : BBA/GE-01

Course Title : Business Environment

(New Syllabus)

Time : 3 Hours

Full Marks : 80

The figures in the right hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Group – A

- 1.** Answer **all** questions : 1×10=10
- i) Which of the following are the dimensions of the business environment:-
- (a) Economic & Social
 - (b) Technological & Economic
 - (c) Legal & Social
 - (d) All of the above

- ii) Macro environment consist of.....
- Political system
 - Demographic factors
 - Culture of the society
 - All the above
- iii) _____ is the process of analyzing the environment for the identification of the factors which impact on the business
- Environmental analysis
 - Environment scanning
 - Business analysis
 - Factor analysis
- iv) Name the things that help the development of the business?
- Technological innovation
 - Capital investment
 - Economic growth
 - Trade liberalization.

Group - D

4. Answer **any three** questions : 10×3=30
- Briefly describe the merits and demerits of 'Globalization'.
 - Briefly describe the impact of technology in business.
 - Identify the different dimensions of business environment
 - Explain the role of political environment in shaping the business.
 - Briefly describe the types of business environment.
 - Write down the importance of business environment.
-

- (m) What are the factors of Internal Environment?
- (n) What is task environment?
- (o) Mention two limitations of environmental analysis.

Group – C

3. Answer **any four** questions : 5×4=20

- (a) State any five nature of business environment.
- (b) Why is business environment uncertain? Why is it called dynamic?
- (c) What are the features of copyright?
- (d) Discuss about the rights of consumer's according to 'consumer protection act'
- (e) Write down the process of environmental analysis?
- (f) Write down the definition of Joint venture, Privatization & Industrial design.

- v) What is the goal of business?
 - (a) Maximizing profit
 - (b) Maintaining customer satisfaction.
 - (c) Solving customer problems.
 - (d) All of the above
- vi) Contract which is inferred from the act of the parties is called _____.
 - (a) Quasi contract.
 - (b) Express contract.
 - (c) Implied contract.
 - (d) Executed contract.
- vii) A private company _____ issue deferred shares with disproportionate voting rights.
 - (a) Can only
 - (b) Can.
 - (c) Cannot.
 - (d) Can with the prior approval of the government.

- viii) A person who acts as an agent as well as guarantor is called _____.
- (a) Factor.
 (b) broker.
 (c) Delcredere agent.
 (d) Banker agent.
- ix) Which of the following is NOT true about technology?
- (a) It can improve productivity.
 (b) It can reduce costs.
 (c) It can create new markets.
 (d) It's always good for everyone.
- x) An open economy is one where,
- (a) Deficit financing is absent
 (b) No export activities
 (c) No import activities
 (d) Economy opened to the world

Group – B

- 2.** Answer **any ten** questions : 2×10=20
- (a) What do you mean by business environment?
 (b) What is the definition of Culture?
 (c) Business environment helps in the identification of threats and early warning signals." Explain?
 (d) What is meant by threats?
 (e) What is environmental analysis?
 (f) What do you mean by economic planning in India?
 (g) Define the term 'Globalization'
 (h) What is the difference between customer & consumer?
 (i) What is a copyright?
 (j) What is trade mark?
 (k) Explain the concept of technological environment.
 (l) What do you mean by general environment?