

B.M.S COLLEGE FOR WOMEN AUTONOMOUS
BENGALURU – 560004

END SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2022

B.B.A. - II Semester
Business Environment

Course Code: BBA2DSC06

Duration: 2 ½ Hours

QP Code: 2027

Max marks: 60

Instruction: Answer all the sections.

SECTION-A

1. Answer any FIVE questions. Each sub-question carries TWO marks (5x2=10)

- a. Define the term Business Environment.
- b. Write a brief note on EXIM policy.
- c. What do you mean by TNCs?
- d. What is Disruptive Technology? Give examples.
- e. List key dimensions of Industrial policy 1991.
- f. What is Incremental innovation?
- g. Recall Ecosystem.

SECTION-B

Answer any FOUR questions. Each question carries FIVE marks. (4x5=20)

2. Explain the scope of Business Environment.
3. Describe the objectives of fiscal policy.
4. Briefly explain the different steps in Environmental analysis.
5. Discuss various strategies of foreign market Entry.
6. Elucidate various tools of monetary policy.

SECTION-C

Answer any TWO questions. Each question carries TWELVE marks. (2x12=24)

7. Discuss in brief the components of Business Environment.
8. Examine the benefits and drawbacks of globalization.
9. Explain the impact and features of new industrial policy.

SECTION-D

Answer any ONE question, carries SIX marks

(1x6=6)

10. Give your observation as to how technology has helped society.
11. Identify the benefits of Digital transformation in India.

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