

UUCMS. No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

B.M.S COLLEGE FOR WOMEN, AUTONOMOUS
BENGALURU – 560004
SEMESTER END EXAMINATION – SEPTEMBER-2023

BBA– II Semester
BUSINESS ENVIRONMENT
(NEP Scheme 2022-23 onwards F+R)

Course Code: BBA2DSC06
Duration: 2 ½ Hours

QP Code: 2027
Max marks: 60

SECTION-A

1. Answer any FIVE of the following questions. Each question carries TWO Marks. (5X2=10)

- Give the meaning of business environment.
- What is monetary policy?
- Name any four Indian MNCs.
- Give the meaning of globalization.
- Give the meaning of innovation?
- f. Expand a) EXIM b) TNC
- State the components of natural environment.

SECTION-B

Answer any FOUR of the following question. Each question carries FIVE Marks. (4X5=20)

- Briefly explain the importance of business environment.
- What is EXIM policy? Explain its objectives.
- Explain the impact of Natural Environment on Business.
- What are the negative impacts of technology on society?
- What are the strategies of foreign market entry? Explain.

SECTION- C

Answer any TWO of the following question. Each question carries TWELVE Marks. (2X12=24)

- Explain the micro and macro environmental factors of business.
- Explain the objectives of New Industrial Policy.
- Briefly explain the features of globalization.

SECTION-D

Answer any ONE of the following questions, carries SIX Marks.

(1X6=6)

10. Lately many companies have planned for significant investment in organised retailing in India. Several factors have prompted their decisions in this regard. Customer income is rising. People have developed a taste for better quality products even though they may have to pay more. The aspiration levels have increased. The government has also liberalised its economic policies in this regard and permitted even cent percent foreign direct investment in some sectors of retailing.

Questions:

1. Identify changes in business environment under different heads — economic, social, technological, political and legal that has facilitated the companies' decisions to plan significant investments in organised retailing.
2. What has been the impact of these changes with regard to globalisation and privatisation?

11. Draft Five Forces Model for imaginary business.
