



Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2016
(Career Related First Degree Programme Under CBCSS)
Core Course
BM 1341 – BUSINESS ENVIRONMENT AND POLICY
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer **all ten** questions **not exceeding two sentences each**. Each question carries **1 mark**. **(10×1=10 Marks)**
- 1) Define Globalisation.
 - 2) What are Demographic traits ?
 - 3) Name the stock market regulatory authority in India.
 - 4) Define Micro environment.
 - 5) Explain social responsibility of business.
 - 6) Differentiate between values and beliefs.
 - 7) What is technology transfer ?
 - 8) What do you understand by business ethics ?
 - 9) What is a 'MNC' ?
 - 10) What do you mean by cultural adaptation ?

SECTION – B

- II. Answer **any eight** questions **not exceeding one paragraph each**. Each question carries **2 marks**. **(8×2=16 Marks)**
- 11) Explain briefly the objectives of Industrial policy.
 - 12) What do you understand by capitalist economy ?
 - 13) What are the objectives of Exim-policy ?
 - 14) State any four advantages of environmental analysis.



- 15) Explain briefly "Intellectual Property Rights".
- 16) Explain the term 'Culture'.
- 17) What do you mean by Joint venture ?
- 18) State any four functions of WTO.
- 19) What are economic systems ? State any two economic systems.
- 20) Explain 'Political environment'.
- 21) State any four features of MNC.
- 22) What is FEMA ?

SECTION – C

III. Answer any six questions not exceeding one page each. Each question carries four marks. **(6×4=24 Marks)**

- 23) Discuss the factors that facilitate globalisation in India.
- 24) What is social audit ? What are its objectives ?
- 25) Discuss briefly the objectives of SEBI.
- 26) Discuss briefly the problems caused by MNC's in a developing country.
- 27) Enumerate briefly the arguments raised against social responsibility.
- 28) Explain the term culture and its elements.
- 29) Discuss briefly the different levels of technology transfer.
- 30) Explain any two techniques of environmental analysis.
- 31) Discuss briefly the measures to be adopted to speedup the process of globalisation of an economy.

SECTION – D

IV. Answer any two questions not exceeding four pages each. Each question carries 15 marks. **(2×15=30 Marks)**

- 32) Discuss the social responsibility of a business towards various sections of the society.
 - 33) What do you mean by business environment ? Explain the internal factors of business environment.
 - 34) What is globalisation ? Explain the impending factors of globalisation.
 - 35) Discuss in detail the achievements of economic reforms in India.
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