



Reg. No. : .....

Name : .....

**Third Semester B.B.A. Degree Examination, January 2019**  
**Career Related First Degree Programme under CBCSS**  
**Group 2(b)**  
**Core Course : BM 1341 : BUSINESS ENVIRONMENT AND POLICY**  
**(2017 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Write short answers to the below **ten** questions in **one** or **two** sentences. **Each** question carries **1** mark.

1. Define Business Environment.
2. What are demographic factors ?
3. What are the factors that determine the economic conditions of a nation ?
4. Define Mixed Economy.
5. What is IPR ?
6. Define the term 'Technology Transfer'.
7. What is CSR ?
8. What are the three levels of organizational culture ?
9. What are the two basic types of foreign investments ?
10. What is WTO and what are its objectives ? **(10×1=10 Marks)**

**SECTION – B**

Answer **any eight** questions in **not exceeding one** paragraph **each**. **Each** question carries **2** marks.

11. What are the external macro environmental factors that influence business ?
12. How does the geographical environment affect business ?
13. What are the effects of monetary policy on business ?
14. What are the objectives of Exim Policy of India ?



15. What is SEBI ? What are the primary functions of SEBI ?
16. Mention some of the causes of industrial disputes in India.
17. What is FEMA ? What are its objectives ?
18. What are the four different types of organizational culture ?
19. What are the objectives and benefits of social audit ?
20. Mention any four major obstacles faced by Indian business to enter global markets.
21. List out the principles adopted by GATT.
22. Describe strategic alliance as a means of foreign market entry. (8×2=16 Marks)

### SECTION – C

Answer **any six** questions in **not exceeding 120 words**. Each question carries **4 marks each**.

23. Mention the features of Business Environment.
24. What do you think are the benefits received by business in understanding its environment ?
25. Mention the benefits of privatization both to economy and business.
26. Write a detailed note on the economic systems.
27. Enumerate the economic roles of the government.
28. Discuss the important methods of technology transfer.
29. "Social involvement of business has certain negative aspects" – Justify.
30. What is social responsibility of business towards its Employees ?
31. What are the advantages of MNCs in India ? (6×4=24 Marks)

### SECTION – D

Answer **any two** questions in **not exceeding four pages each**. Each question carries **15 marks**.

32. Write a detailed note on the economic environment with special reference to the factors that influence the economic environment of business.
  33. "The economic environment can have a major impact on businesses by affecting patterns of demand and supply" – Justify.
  34. What are the features of the new industrial policy in India ?
  35. Discuss in detail the various types of foreign investments. (2×15=30 Marks)
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