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DCBB204

II Semester B.B.A. Degree Examination, June/July-2026
(NEP 2020 Repeaters Scheme)
BUSINESS ADMINISTRATION
Business Environment
Paper - 2.3(b)

Rep

NEW HORIZON COLLEGE
LIBRARY
KASTURINAGAR
BANGALORE-43

Time : 2½ Hours **Maximum Marks : 60**

Instructions:

Answers should be written in English only.

SECTION - A

Answer any Five sub-questions. Each sub question carries Two marks. (5×2=10)

1. a) State any two factors of Internal Environment.
   b) What do you mean by EXIM Policy?
   c) Give the meaning of economic environment.
   d) Expand GDP and GNP.
   e) What is Technological Environment?
   f) List out any Two components of Natural Environment.
   g) What is Environmental Analysis?

SECTION - B

Answer any Three questions. Each question caries Four marks. (3×4=12)

2. Describe the objectives of business.
3. Explain the importance of legal environment.
4. Differentiate between Multinational Companies and Transnational Companies.
5. Explain the key elements of technological environment.
6. What is Globalization? Explain the effects of Globalization on India.

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SECTION - C

Answer any Three questions. Each question caries Ten marks. (3×10=30)

7. Describe the various macro environment factors affecting business.
8. Write a note on the various laws affecting businesses in India.
9. Discus the different market entry strategies for International Businesses.
10. Explain how technological innovations support business growth.
11. Explain in detail the impact of Natural Environment on business decisions.

SECTION - D

Answer any One question. The question carries 8 marks. (1×8=8)

12. a) Bright Wheels Ltd, an Indian electric vehicle (EV) start-up, has been growing steadily due to increasing demand for eco-friendly transport. Recently, the government introduced new subsidies for EV manufacturers along with stricter emission norms for fuel-based vehicles. However, the company is also facing challenges due to increased compliance requirements and changing tax structures. The management must decide how to take advantage of government support while managing regulatory challenges.

Questions:

i) Identify the government policies influencing Bright Wheels Ltd.

ii) Suggest how the company can respond effectively to these changes.

(OR)

b) Discuss the major characteristics of the Indian economy.
