



DCBB – 204

**II Semester B.B.A. Examination, July/August 2024
(NEP Scheme) (Freshers and Repeaters)
BUSINESS ADMINISTRATION
Business Environment**

Time : 2½ Hours

Max. Marks : 60

Instruction : Answers should be written completely in English only.

SECTION – A

1. Answer any five sub-questions of the following. Each sub-question carries 2 marks. **(5×2=10)**
- a) Define Business.
 - b) State any two political factors influencing business environment.
 - c) State any two objectives of monetary policy.
 - d) What is EXIM policy ?
 - e) Define globalization.
 - f) What is a multinational company ?
 - g) What is physical environment ?

SECTION – B

Answer any three of the following. Each question carries 4 marks. **(3×4=12)**

- 2. Briefly explain the objectives of business.
- 3. Explain the impact of industrial policy on business.
- 4. Briefly explain the factors affecting economic environment.
- 5. What are the various laws affecting Indian business ? Explain.
- 6. What is natural environment ? Why the business have to consider it before setting up of business ?

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SECTION – C

Answer any three of the following. Each question carries 10 marks. (3×10=30)

7. Explain in detail the macro environment of business.
8. Briefly explain the impact of fiscal policy on business.
9. Explain the modes of entry to foreign markets.
10. Explain the impact of cultural environment on business.
11. What is technology ? Explain the impact of technological environment on business.

SECTION – D

Answer any one of the following question, carries 8 marks. (1×8=8)

12. Explain the advantages and disadvantages of globalisation.
 13. Differentiate between multinational companies and transnational companies.
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