

S.D.E.
B.B.A. (2006 Course) Sem- I : SUMMER - 2019
SUBJECT : BUSINESS ENVIRONMENT

Day : Thursday
Date : 09/05/2019

Time 02.00 PM TO 05.00 PM
Max. Marks : 80

S-2019-4889

N.B.

- 1) Answer any **FIVE** questions from Section-I. Each question carries **10** marks.
- 2) Answer any **TWO** questions from Section-II. Each question carries **15** marks.
- 3) Answer to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Discuss in detail the impact of micro and macro environment on business.
- Q.2** What are the benefits of social involvement of business? Give suitable example.
- Q.3** Explain in detail, nature and structure of Indian economy.
- Q.4** Describe briefly, specific laws and legal bodies that govern business and its activities.
- Q.5** 'Information technology plays important role to take competitive advantage for the Business.' Discuss with suitable example.
- Q.6** Which global environmental factors are affecting on domestic business? How?
- Q.7** Write note on any **TWO** of the following.
- a) Ethical business practices
 - b) Role of business support services
 - c) Economic environment of business.

SECTION-II

- Q.8** A strategy adviser of a large MNC is on record saying, "Whenever our company plans to set up a manufacturing and marketing base in a foreign country, we always give higher priority to the political stability in that nation. Economic conditions and availability of resources will come into our considerations later." Discuss.
- Q.9** Diabetes is a dreadful but silent disease. Growing number of people, across the globe are falling prey to diabetes. This brings an enormous change in the life style of affected people. Which types of business can benefit from this? Also find out and explain the business that will be adversely affected by this disease.
- Q.10** Examine the various impacts of globalization on the social, economic and cultural environment of a country.