

**B.B.A. SEM – I (2015 CBCS COURSE) : SUMMER - 2018**  
**SUBJECT : BUSINESS ENVIRONMENT**

Day : **Monday**  
Date : **07/05/2018**

Time : **02.00 PM TO 05.00 PM**  
Max. Marks : 100

**S-2018-1594**

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

**SECTION – I**

- Q.1** What do you understand by economic system and economic policies? Explain with suitable examples. [15]
- Q.2** How does natural environment have an impact on business? Give examples. [15]
- Q.3** What do you mean by 'globalization'? What are the challenges posed by globalization to our country's economic situation? [15]
- Q.4** What are the forms of government regulations and how does government regulation control business? Give concrete examples. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Functions of WTO
  - b) GATT
  - c) Trade policy
  - d) Significance of business environment

**SECTION – II**

- Q.6** As a student of business environment, you are given an assignment to probe on the benefits of environmental analysis for starting a new educational institute. How would you go about? [20]
- Q.7** An IT company where you are working is doing exceptionally well in business. As a give-back what would you suggest with regard to social responsibility towards general public? [20]
- Q.8** You are working for an organization having a chain of restaurants. How will you go about probing the aspects of culture which will have an impact on establishing a new restaurant in South India? [20]

\* \* \* \*