

B.B.A. (2010 COURSE) SEM-I : SUMMER - 2018
SUBJECT : BUSINESS ENVIRONMENT

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

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 70

S-2018-1646

N.B.:

- 1) **Q.No.1 is COMPULSORY.**
- 2) Attempt **ANY FOUR** questions from Q.No.2 to Q.No.7.
- 3) Figures to the right indicate **FULL** marks.

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- Q.1** What is meant by Business Environment? Discuss in detail how external environmental factors influence business. [14]
- Q.2** Bring out the salient features of the basic economic systems. [14]
- Q.3** Discuss in detail the pros and cons of continued state intervention in business. [14]
- Q.4** Define Culture. How does culture influence business? [14]
- Q.5** Explain the impact of Technological environment on business. [14]
- Q.6** What is Social Responsibility of business? Do the private sector companies really make themselves responsible to society? Give suitable examples. [14]
- Q.7** Write short notes on **ANY TWO** of the following: [14]
- a) GATT
 - b) Benefits of Globalization
 - c) Functions of WTO
 - d) Industrial Policy

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