

S.D.E.

B.B.A. (2006 COURSE) SEM- I : SUMMER - 2018

SUBJECT: BUSINESS ENVIRONMENT

Day: **Monday**
Date: **04/06/2018**

S-2018-4285

Time: **02.00 PM TO 05.00 PM**
Max. Marks: 80

N.B.:

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

SECTION-I

- Q.1** Discuss in detail different types of business environments. (10)
- Q.2** What is environment analysis? Describe different techniques and methodology used for this purpose. (10)
- Q.3** Why is it important for Manager to have knowledge of cultural environment? (10)
- Q.4** Why political stability is important for development of business, in India? (10)
- Q.5** Discuss the contribution of support services and infrastructure (such as Banking, insurance transport, telecommunication) to development and growth of business. (10)
- Q.6** How the global economic and political conditions impact the domestic business. (10)
- Q.7** Write short notes on any **TWO** of the following: (10)
- a) Role of Information technology in business
 - b) Legal environment
 - c) Ethical Business practices
 - d) Capitalism

SECTION-II

- Q.8** Discuss the likely impact of computerization and automation in industries on the employment generation. Quote examples to support your answer. (15)
- Q.9** Discuss how the Indian large-scale companies are involving themselves in the social development. What are the benefits to such business firms which are actually investing their funds and energy in the social projects? How is the Government of India encouraging such social initiatives of Indian companies? (15)
- Q.10** Taking an example of an industrial sector (e.g Textile, Automobile, Telecom, News paper, FMCG products) of your choice discuss how the major companies are competing with each other. What methods are they using to make themselves more productive, profitable and popular? Quote suitable examples. (15)

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