

B.B.A. SEM – I (2015 CBCS COURSE) : WINTER - 2017

SUBJECT : BUSINESS ENVIRONMENT

Day : **Saturday** Time : **02.00 PM TO 05.00 PM**
Date : **18/11/2017** Max. Marks : 100
W-2017-1518

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 technological environment? How does technological environment have an impact on business? Explain with examples. [15]
- Q.2** What do you mean by business environment? What are the objectives and benefits of environmental analysis? [15]
- Q.3** Explain the role of government and legal system in business environment. Explain with examples how government interference does affect business. [15]
- Q.4** Does business have a role to play in a society? With suitable examples explain the role an organization has towards society in context of social responsibility. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Industrial Policy
 - b) Impact of culture on business
 - c) Implications of WTO for India
 - d) Trade Policy

SECTION – II

- Q.6** A luxury goods company is doing very good profits in business. You want to give suggestions with regard to social responsibility towards customers/consumers. What would you suggest? [20]
- Q.7** As an expert what concrete steps would you offer with regard to forecasting based on environmental analysis for a winter wear garment company? [20]
- Q.8** Your organization is operating in Pharmaceutical sector with pan-India presence. Comment on what benefits and challenges your organization will face due to Globalization. [20]

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