

S.D.E.

**B.B.A. (2006 COURSE) SEM- I : WINTER - 2017**

**SUBJECT : BUSINESS ENVIRONMENT**

Day : **Friday**  
Date : **15/12/2017**

Time : **10.00 AM TO 1.00 PM**  
Max. Marks : 80

**W-2017-4094**

**N.B.**

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

**SECTION - I**

- Q. 1** Discuss the significance and impact of business environment on Business decision making in India in the context of Post 1991 Liberalization, Globalization and Privatization policies. **(10)**
- Q. 2** How does the cultural environment affect business organisation? **(10)**
- Q. 3** What is the role of Information technology in contemporary business organisations? **(10)**
- Q. 4** Explain the responsibility of business organisations towards the suppliers. What steps could be initiated to effectively discharge the responsibility towards the suppliers? **(10)**
- Q.5** How do support services and infrastructure contribute towards business development and growth? **(10)**
- Q.6** Illustrate with suitable examples how the Global economic and political conditions impact domestic business in India. **(10)**
- Q.7** Write short notes on **ANY TWO** of the following: **(10)**
- a) Mixed economy
  - b) Environmental audit
  - c) Technological development and competitive advantage

**SECTION - II**

- Q. 8** As a CEO of a construction company, prepare a plan for activities to be undertaken for protecting the Natural environment. **(15)**
- Q. 9** As a head of the marketing department of an automobile company, prepare a note on Opportunity and threat analysis for your product in unstable environment due to global recession. **(15)**
- Q.10** As a franchisee of McDonalds' what environmental factors would you consider while launching your business/ product in India? **(15)**