



K20U 0339

Reg. No. :

Name :

**II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS-Supple./
Improv.) Examination, April 2020
(2014-2018 Admissions)
Core Course
2B02 BBA/BBA(TTM)/BBA(RTM) : BUSINESS ENVIRONMENT**

Time : 3 Hours

Total Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is internal Environment ?
2. Define low income economies.
3. Who is a supplier ?
4. What is forecasting ?

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What is a market intermediary ?
6. What is globalization ?
7. What do you mean by fiscal policy ?
8. What is concurrent list ?
9. Define culture lag.
10. What is disinvestment policy ?

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SECTION – C

Answer **any six** questions. (**Not** exceeding **one** page) **Each** question carries **3** marks.

11. What are the components of business environment ?
12. What are the benefits of environmental analysis ?
13. Briefly describe the important economic policies.
14. Government plays an important role in every national economy of the world. Justify.
15. What are the elements of culture ?
16. What are the objectives of privatization ?
17. What are the essential conditions for the successful globalization of business ?
18. Differentiate licensing and franchising.

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Discuss in detail the social responsibility towards shareholders, employees, consumers and community.
 20. Examine the drivers and restrainers of globalization.
 21. Give a brief account of important external environmental factors in business.
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