



K21U 3639

Reg. No. :

Name :

II Semester B.B.A./B.B.A. T.T.M./B.B.A. R.T.M. Degree (CBCSS – Supple.)

**Examination, April 2021
(2014 – 2018 Admission)**

Core Course

2B02BBA/BBA(TTM)/BBA(RTM) : BUSINESS ENVIRONMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

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

1. What is external environment ?
2. What are controllable factors ?
3. Define middle income economies.
4. Expand MNC.

SECTION – B

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

5. What do you mean by environmental forecasting ?
6. What is foreign exchange policy ?
7. What do you mean by the regulatory role of government ?
8. What is Union list ?
9. Define culture shock.
10. What is social audit ?

SECTION – C

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

11. Differentiate micro environment and macro environment.
12. What are the techniques for environmental analysis ?

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13. Discuss the merits of Economic Policy 1991.
14. What are the objectives of directive principles of state policy ?
15. What is the economic role of the government ?
16. What are the main objectives of public sector ?
17. Discuss the features of globalization.
18. What are the problems caused by MNCs ?

SECTION – D

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

19. Define economic environment. Explain the important factors of the economic environment briefly.
20. Explain in detail the global entry strategies.
21. Discuss the benefits and limitations of environmental analysis.

SECTION – B

SECTION – C