



K16U 1191

Reg. No. :

Name :

II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree
(CCSS – Reg./Supple./Improv.) Examination, May 2016
Core Course
2B02 BBA/BBA (TTM)/BBA (RTM) : BUSINESS ENVIRONMENT
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ marks.

1. What is meant by business ?
2. What is macro environment ?
3. What is environmental monitoring ?
4. What do you mean by political environment ? **(4× $\frac{1}{2}$ =2 Marks)**

SECTION – B

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

5. What is Economic Policy ?
6. What is consumerism ?
7. What is meant by 'Assessment' in Environmental analysis ?
8. What is disinvestment ?
9. What is meant by judicial activism ?
10. What is Social responsibility ? **(4×1=4 Marks)**



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What are the responsibilities of business to government ?
12. Explain some of the important international environment factors.
13. What are the important economic factors which constitute the economic environment of a nation ?
14. What are the objectives of public sector enterprises ?
15. What are the features of MNC ?
16. Explain micro-environment factors.
17. What are the significance of business environment ?
18. Explain SWOT Analysis. **(6×3=18 Marks)**

SECTION – D

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

19. Explain the social obligation of business towards different sections of the society.
 20. Explain the demerits of disinvestment.
 21. Explain the merits and demerits of privatisation. **(2×8=16 Marks)**
-