

Question Paper Code : 1760

BBA (IB) (Semester - II) Examination, 2018

BUSINESS ENVIRONMENT

[IB - 206]

Time : Three Hours]

[Maximum Marks:70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write briefly on the following : [3x10=30]
- (a) Concept of Business Environment
 - (b) Marketization of Indian Economy since 1991
 - (c) Micro and Macro factors influencing Business Environment
 - (d) SWOT Analysis
 - (e) Competition Act, 2002
 - (f) NITI Aayog
 - (g) Main objectives of Economic Planning in India

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(1)

[P.T.O.]

- (h) Monetary policy for growth and stability
- (i) Socio-Cultural values in India
- (j) Consumerism

UNIT-I

2. "Mixed Economy seeks to combine the best of both - Capitalism and Socialism." Comment. [10]
3. Explain Porter's Five Forces Model and point out its limitations. [10]

UNIT-II

4. Discuss the relationship between Government and Business in India. [10]
5. Discuss the changing dimensions of IDRA, 1951 [10]

UNIT-III

6. Discuss the main features of Industrial Policy of 1991. Analyse its influence on industrialisation. [10]
7. Explain Globalisation and discuss the opportunities and challenges presented by globalisation of Indian Economy. [10]

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UNIT-IV

8. Explain the meaning of Social Responsibility of Business and point out the responsibilities of business towards various stakeholders. [10]
9. What is FDI ? Explain the possible effects of FDI on retail sector in India. [10]

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