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Reg. No. : .....

Code No. : 22470 E Sub. Code : SABA 11

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2019.

First Semester

Business Administration – Allied

ENVIRONMENT OF BUSINESS

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. Which one of the following is the main objective of a business firm?
  - (a) to provide goods
  - (b) to earn profits
  - (c) to increase sales
  - (d) all the above

2. Economic environment is affected by various ——— forces.

- (a) political
  - (b) legal
  - (c) economic
  - (d) technological

3. Culture is a sum total of ———.

- (a) believes
  - (b) values
  - (c) customs
  - (d) all the above

4. Proper understanding of culture is very important for ———.

- (a) product development
  - (b) promotion
  - (c) human resource management
  - (d) all the above

5. Social responsibility of business refers to ———

- (a) fulfilling mere statutory requirement
  - (b) moral obligations of business
  - (c) both (a) and (b)
  - (d) none of these

6. Business ethics deals with the code of conduct of the ———.

- (a) general public
  - (b) working class
  - (c) business class
  - (d) political leaders

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7. Government regulations on business can be in the form of ———.
- (a) procedure
  - (b) inductive and coercive
  - (c) policies
  - (d) rules
8. The expansion of MRTP act is ———.
- (a) Maintenance and Restrictive Trade Practices
  - (b) Monopolies and Restrictive Trade Practices
  - (c) Malpractice and Restrictive Trade Practices
  - (d) Migration and Restrictive Trade Practices
9. ——— represents the increasing integration of world economy.
- (a) Privatization                      (b) Globalization
  - (c) Liberalization                      (d) Acquisition
10. ——— is the most traditional method of entering foreign market.
- (a) Exporting
  - (b) Strategic alliance
  - (c) Joint venturing
  - (d) Merger

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Briefly explain the internal environment of business.

Or

- (b) What are the characteristics of business?

12. (a) Explain the impact of culture on business.

Or

- (b) How do you make business ethical?

13. (a) What are the social responsibilities of business towards its Government?

Or

- (b) Write a short note on the nature of business ethics.

14. (a) What are the objectives of industrial policy?

Or

- (b) Explain the limitations of industrial policy 1991.

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15. (a) What are the different ways of privatization?

Or

- (b) State the features of globalization.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Describe the various elements of business environment.

Or

- (b) Explain the competitive environment of business.

17. (a) Briefly explain the inter relation between business and culture.

Or

- (b) Discuss the impact of caste and communities on business.

18. (a) Do you think that clean environment and economic development are inconsistent? Discuss.

Or

- (b) Explain the various models of social responsibility.

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19. (a) Describe the role of Government in regulating business.

Or

- (b) What are the objectives of licensing policy? Explain.

20. (a) Explain the merits and demerits of liberalization.

Or

- (b) Describe the different stages of globalization.

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