(6 pages) **Reg. No. :** ....

Code No. : 7836 **Sub. Code : HBAM 13**

M.B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2013.

First Semester

Business Administration

BUSINESS ENVIRONMENT

(For those who joined in July 2012 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. The basic rationale of the theory of big push is based upon the idea of
   (a) Internal Economics
   (b) External economics
   (c) Size of the population
   (d) None of the above.

2. Division of labour is promoted by
   (a) Extended market (b) Limited market
   (c) Perfect market (d) Price discrimination

3. When was the Panchayat Raj introduced in India?
   (a) 1950 (b) 1959
   (c) 1952 (d) 1962

4. Short term lending market is called
   (a) Capital market (b) Money market
   (c) Share market (d) Bill market

5. In the process of economic development, the main emphasis is on the development of
   (a) Primary sector (b) Secondary sector
   (c) Tertiary sector (d) All the above

6. Chronic unemployment is measured by
   (a) US data (b) CWS data
   (c) Both (a) and (b) (d) None of the data

7. The advantages in international trade is

(a) To have more production at lower cost

(b) To earn foreign exchange and develop external trade

(c) To develop international infrastructure

(d) All of the above

8. A closed economy is an economic system which is

(a) Self reliant

(b) Socialist

(c) Capitalist

(d) Completely isolated from other such system

9. Globalisation will lead to

(a) Human development

(b) Reduction in poverty

(c) Integration

(d) All the above

10. What are the important characteristics of new economic policy?

(a) Liberalisation

(b) Privatisation of the public sector

(c) Globalisation

(d) All the above

PART B — (5 × 5 = 25 marks)

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

11. (a) Discuss the external environment of business organization.

Or

(b) Explain the various strategies for corporate growth.

12. (a) Briefly describe the Indian constitution.

Or

(b) Explain the federal system of Government.

13. (a) Write a brief note on man power policy.

Or

(b) Explain the importance of cultural adaptation.

14. (a) Write a brief note on Expert processing zones.

Or

(b) Explain the precautions required for import of foreign technology in India.

15. (a) Write a note on Indian Investment in abroad.

Or

(b) Distinguish between TRIMS and TRIPS.

PART C — (5 × 8 = 40 marks)

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

16. (a) Explain the special features about industry and services in the Eleventh five year plan of our country.

Or

(b) Describe the salient features of tenth five year plan.

17. (a) Discuss the characteristics of various forms of public enterprises which originated in India.

Or

(b) Trace out the background of liberalization and globalisation policy in India.

18. (a) Analyse the need for recommending social audit for business firm.

Or

(b) Discuss about business ethics in India with special reference to Indian companies.

19. (a) Give example to show that technology is interlinked with business activities.

Or

(b) How does the Government use the EXIM policy to control the inflation?

20. (a) Discuss the impact of WTO in India.

Or

(b) Discuss the principles behind GATT and also critically evaluate it.

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