

6 pages)

Reg. No. :

Code No. : 40774

Sub. Code : GAOB 11

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

First Semester

Business Administration – Allied

ENVIRONMENT OF BUSINESS

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Find out an element which is not a part of business environment
(a) Legal (b) Technology
(c) Medical (d) Political
2. India is the _____ biggest democratic country in the world
(a) First (b) Second
(c) Third (d) Fourth

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. High population growth rate implies
(a) Cheap labour (b) Capital intensive
(c) Automation (d) None of these

Page 2

Code No. : 40774



7. Government regulations on business can be in the form of _____
- (a) Formal and Informal
 - (b) Inductive and coercive
 - (c) Direct and Indirect
 - (d) All the above
8. The main advantage of technology is _____
- (a) Increased productivity
 - (b) Increased cost
 - (c) Resistance to change
 - (d) None of these
9. Since Independence Indian Public sector enterprises have been performing _____
- (a) Extremely good
 - (b) Poorly
 - (c) Moderately
 - (d) None of these
10. Characteristics of capitalism include _____
- (a) Private property
 - (b) Freedom of enterprise
 - (c) Competition
 - (d) All the above.

Page 3 **Code No. : 40774**

PART B — (5 × 5 = 25 marks)

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

11. (a) State the features of business environment.
- Or
- (b) Briefly explain the significance and need for understanding the political environment.
12. (a) What are the salient features of Indian culture and values?
- Or
- (b) How Religion affects the business decision making?
13. (a) Discuss the need of having business ethics.
- Or
- (b) What is the impact of urbanization in Indian economy?
14. (a) Technology advancement is becoming an inevitable part of business. Why?
- Or
- (b) State the role of Government in controlling business.

Page 4 **Code No. : 40774**
[P.T.O.]



15. (a) List out the advantages of Joint sector.

Or

- (b) Discuss briefly the features of socialism.

PART C — (5 × 8 = 40 marks)

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

16. (a) Briefly explain the elements of business environment.

Or

- (b) Write a note on International environment.

17. (a) Briefly explain Organisational change.

Or

- (b) Explain the relevance of Joint family system in business environment.

18. (a) What are the social responsibilities of business towards various groups?

Or

- (b) State the problems arising out of population explosion in developing countries.

Page 5 **Code No. : 40774**

19. (a) Write a note on transfer of Technology.

Or

- (b) What are the objectives of Industries (Development and Regulation) Act? Explain.

20. (a) Analyse feature of mixed economy over other economic systems.

Or

- (b) List out the strengths and weaknesses of capitalism.
-

Page 6 **Code No. : 40774**

