



K21U 3438

Reg. No. :

Name :

II Semester B.B.A./B.B.A.(R.T.M.) Degree (CBCSS – OBE-Reg./Sup./Imp.)
Examination, April 2021
(2019 Admission Onwards)
CORE COURSE
2B02BBA/BBA(RTM) : Business Environment

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. Each question carries 1 mark :

1. What is social responsibility of business ?
2. What is economic-policy ?
3. State the ways of privatisation.
4. What is disinvestment ?
5. What is public sector ?
6. State the meaning of economic environment. **(6×1=6)**

PART – B

Answer **any 6** questions. Each question carries 2 marks :

7. State any four arguments against social responsibility.
8. Explain political environment.
9. What is ecological environment ?
10. What are the different types of pollution ?

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11. State the elements of economic environment.

12. State the basic features of Economic Policy, 1991.

13. Discuss the limitations of disinvestment.

14. What are the objectives of privatisation ?

(6×2=12)

PART - C

Answer any 4 questions. Each question carries 3 marks.

15. Discuss the components of business environment.

16. State the social responsibilities of business towards employees.

17. What do you mean by legal environment ?

18. What are the problems of MNCs ?

19. State the demerits of globalisation.

20. Discuss the objectives of public sector.

(4×3=12)

PART - D

Answer any 2 questions. Each question carries 5 marks.

21. What is environment analysis ? Explain its benefits and steps.

22. What is social environment of business ? Explain the socio-cultural environmental forces affecting business.

23. What is privatisation ? State its benefits. Also discuss its sins and pitfalls.

24. What is globalisation ? What are its causes ? State its strategies.

(2×5=10)