

December 2023

BBA (Gen) I SEMESTER

Business Environment (BBA/GN/103)

Time: 3 Hours

Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
  2. Answer any four questions from Part -B in detail.
  3. Different sub-parts of a question are to be attempted adjacent to each other.

**PART -A**

- Q1 (a) Differentiate between micro and macro environment. (1.5)
- (b) Explain three types of economic systems. (1.5)
- (c) What are the objectives of economic planning in India. (1.5)
- (d) Provide an example of state intervention in businesses in India. (1.5)
- (e) Discuss the features of business environment. (1.5)
- (f) Which technological advancements have a significant impact on modern business operations. (1.5)
- (g) Define professionalization in the context of business. (1.5)
- (h) What is constitutional environment in the context of business? (1.5)
- (i) Provide examples of ethical dilemmas that professionals in business might face. (1.5)
- (j) Discuss the potential consequences for businesses that neglect ethical considerations. (1.5)

**PART -B**

- Q2 Distinguish between the internal and external business environment. Explain the components of internal and external business environment. Discuss their role in shaping strategies of a business. (15)
- Q3 Define environmental scanning. Why is it considered a proactive approach for businesses? Discuss the tools and techniques used for environmental scanning. (15)
- Q4 Define country risk and political risk in the context of business. How business operations can be affected by country risk and political risk? Discuss strategies that businesses can employ to mitigate these risks. (15)
- Q5 (a) What is the entrepreneurial role of the government? Provide examples. (8)
- (b) Evaluate the effectiveness of the government's planning role in guiding economic activities. (7)
- Q6 Define social responsibility of business. What is the rationale behind the concept of social responsibility? Explain the various dimensions of social responsibility. (15)
- Q7 What are the objectives of the Competition Act in India? How does the Competition Act promote fair competition and prevent anti-competitive practices? (15)