



M 8837

Reg. No. : .....

Name : .....

**II Semester B.B.A./B.B.A. T.T.M./B.B.A. R.T.M. Degree  
(CCSS – 2014 Admn. – Regular) Examination, May 2015  
Core Course**

**2B02 BBA/BBA (TTM)/BBA (RTM) : BUSINESS ENVIRONMENT**

Time : 3 Hours

Max. Marks : 40

**SECTION – A**

Answer the 4 questions. **Each** question carries  $1/2$  mark.

**(4×1/2=2)**

1. What is Economic Environment ?
2. What is Environmental Scanning ?
3. What is Ecology ?
4. What is Social Responsibility ?

**SECTION – B**

Answer **any four** questions. **Each** carries 1 mark.

**(4×1=4)**

5. What is Globalization ?
6. What is SWOT Analysis ?
7. What is Fiscal Policy ?
8. What is a public enterprise ?
9. What is consumerism ?
10. What is Corporate Governance ?

P.T.O.



## SECTION – C

Answer **any six** questions. **Each** question carries **3** marks. (6×3=18)

11. Explain the features of Business Environment.
12. Explain the process of Environmental analysis.
13. Explain the factors responsible for the growth of MNC.
14. Explain the objectives of privatisation.
15. What are the objectives of disinvestment ?
16. What are the benefits of social audit ?
17. What are the merits of Industrial Policy 1991 ?
18. Explain the objectives of monetary policy.

## SECTION – D

Answer **any 2** questions. **Each** question carries **8** marks. (2×8=16)

19. Explain the important internal environment factors which affect the business policy of an organisation.
20. What fundamental rights have been provided in Indian Constitution ?
21. Explain the important demerits of disinvestment.