



K19U 0294

Reg. No. : .....

Name : .....

**II Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree  
(CBCSS – Reg./Supple./Improv.) Examination, April 2019  
(2014 Admission Onwards)**

**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  $\frac{1}{2}$  mark.

1. What is environmental analysis ?
2. What is legal environment ?
3. What is disinvestment ?
4. What is franchising ? (½×4=2)

**SECTION – B**

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

5. What are the components of Business Environment ?
6. What is political environment ?
7. What is industrial pollution ?
8. What is globalization ?
9. Define public enterprises.
10. What is joint venture ? (1×4=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What are the causes of Industrial pollution ?
12. What are the limitations of globalization ?
13. What are the objectives of social responsibilities of business ?
14. State the process of environmental analysis.
15. What are the arguments against privatization of public sector in India ?
16. What are the benefits of MNCs ?
17. What are the main objectives of public sector units in India ?
18. Explain the role of MNCs in India. (6×3=18)

SECTION – D

Answer **any 2** questions. **Each** question carries **8** marks.

19. Explain the Global Entry Strategies.
  20. Explain the internal environmental factors.
  21. What are the criticisms of disinvestment strategies ? (2×8=16)
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