



K22U 1087

Reg. No. :

Name :

**II Semester B.B.A./B.B.A. (TTM)/B.B.A. (RTM) Degree (C.B.C.S.S.–
Supplementary) Examination, April 2022
(2016-2018 Admissions)
Core Course
2B02BBA/BBA(TTM)/BBA(RTM) : BUSINESS ENVIRONMENT**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries ½ mark.

1. Define middle income economies.
2. What are external factors ?
3. Who is a competitor ?
4. What is an MNC ?

SECTION – B

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

5. Which are the two approaches to environmental analysis ?
6. What is micro environment ?
7. What do you mean by monetary policy ?
8. What are the social objectives of a business ?
9. What is cultural adaptation ?
10. Define franchising.

P.T.O.

K22U 1087



SECTION – C

Answer **any six** questions (**not** exceeding **one** page). **Each** question carries **3** marks.

11. What are the stages of environmental analysis ?
12. Economic policies have a great impact on business. – Justify.
13. Discuss the Fundamental Rights enumerated in the Part III of the Constitution.
14. Differentiate Union list, State list and Concurrent list.
15. What are the responsibilities of the organization to its employees ?
16. What are the objectives of disinvestment ?
17. What are the important foreign market entry strategies ?
18. Enumerate the benefits of MNC to the host country.

SECTION – D

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

19. Explain the important functions and economic role of the government in detail.
20. Discuss in detail the objectives of privatization and public sector in India.
21. Describe the pros and cons of globalization.