



K25U 1441

Reg. No. :

Name :

**Second Semester B.B.A./B.B.A. (RTM/AAM) Degree (C.B.C.S.S. – O.B.E. –
Supplementary/Improvement) Examination, April 2025
(2019 to 2023 Admissions)
Core Course
2B02BBA/BBA (RTM/AAM) : BUSINESS ENVIRONMENT**

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark. **(6×1=6)**

- 1) What is meant by Environment Diagnosis ?
- 2) What is SWOT ?
- 3) What is LPG ?
- 4) What are the features of Environment ?
- 5) What do you mean by Social Environment ?
- 6) What is meant by Scenario building ?

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks. **(6×2=12)**

- 7) What is disinvestment ?
- 8) What do you mean by CSR ?
- 9) What is meant by turbulent environment ?
- 10) What is meant by technological environment ?
- 11) What do you mean by new economic policy ?
- 12) What is BCG matrix ?
- 13) What is cultural values ?
- 14) What is hyper competition ?

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PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks. **(4×3=12)**

- 15) Explain in detail the components of industry environment.
- 16) Explain the features of competitive environment.
- 17) Explain the significance of environment scanning.
- 18) Discuss the globalization and its threats.
- 19) Explain the global entry strategies.
- 20) Differentiate micro and macro environment.

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** question carries **5** marks. **(2×5=10)**

- 21) Explain the four components of general environment with suitable examples.
- 22) Explain the steps in ETOP preparation.
- 23) Explain the effect of Govt. policy on a business growth.
- 24) Explain the social responsibility of a business.