



DCBB – 204

II Semester B.B.A. Examination, October/November 2022

(NEP Scheme)

BUSINESS ADMINISTRATION

Paper – 2.3 : Business Environment

Time : 2½ Hours

Max. Marks : 60

Instruction : Answer should be written **completely in English.**

SECTION – A

1. Answer **any five** of the following questions. **Each** question carries **2** marks. **(5×2=10)**
- What is Business Environment ?
 - Mention any two factors of Internal Environment.
 - What do you mean by State Intervention ?
 - Which are the elements of economic environment ?
 - What is meant by technological environment ?
 - What do you mean by Globalisation ?
 - Give the meaning of Innovation.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **5** marks. **(3×5=15)**

- Explain the macro environment of business.
- Discuss the impact of Fiscal Policy on business.
- Explain the advantages of Globalisation.
- What is the impact of Natural environment on business ? Explain.
- What are the advantages of information technology ?

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SECTION – C

Answer **any three** of the following questions. **Each** question carries **8** marks. **(3×8=24)**

7. Explain the importance of Business environment analysis.
8. What are the objectives of Monetary Policy ? Explain.
9. What is the need of New Industrial Policy ? Explain.
10. Briefly explain the negative impact of technology on society.
11. Explain the impact of globalisation on Indian Business.

SECTION – D

12. Answer **any one** of the following question. **Each** question carries **11** marks.

(1×11=11)

- a) Explain the digital transformation in India.
 - b) List out key features of recent Monetary Policy published by RBI impacting business.
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