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BBABMCN 203

**Second Semester B.B.A. Degree Examination, June/July 2024
(NEP 2020) (2021 – 2022 Batch Onwards)
BUSINESS ENVIRONMENT**

Time : 2 Hours

Max. Marks : 60

**SECTION – A
(2 Marks each)**

Answer **any five** questions.

(5×2=10)

1. What is natural environment ?
2. What is innovation ?
3. What is globalisation ?
4. Give the meaning of transnational company.
5. What is fiscal policy ?
6. What is macro environment ?
7. What is business environment ?



**SECTION – B
(5 Marks each)**

Answer **any four** questions.

(4×5=20)

8. Explain the nature of business.
9. Explain the social objectives of business.
10. Explain the economic role of government in business.
11. Explain the stages of globalisation process.
12. Explain the types of innovation.

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- 13. Explain the nature of economy.
- 14. Explain the SWOT analysis.

SECTION – C
(10 Marks each)

Answer **any three** questions.

(3x10=30)

- 15. Explain the macro environmental factors of business.
- 16. Explain the reasons for state intervention in business.
- 17. Explain the essential conditions for globalisation.
- 18. Explain the positive and negative impact of technology on society.
- 19. Explain the impact of natural environment on business.

