

(6 pages)

**Reg. No. :** .....

**Code No. : 12484 E      Sub. Code : SABA 11/  
AABA 11/AASL 11**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

First Semester

Business Administration/Shipping and Logistics —  
Allied

**ENVIRONMENT OF BUSINESS**

(For those who joined in July 2017 onwards)

Time : Three hours                      Maximum : 75 marks

**PART A — (10 × 1 = 10 marks)**

Answer ALL questions.

Choose the correct answer.

1. Economic environment covers
  - (a) industrial policy      (b) monetary policy
  - (c) trade cycles              (d) all of the above
  
2. Environmental analysis
  - (a) need not be made
  - (b) helps in formulation of strategies
  - (c) leads to losses
  - (d) is made by the Government

3. Culture involves
  - (a) customs
  - (b) beliefs
  - (c) both (a) and (b)
  - (d) strategies
  
4. Values
  - (a) influence between
  - (b) have no place in culture
  - (c) promote distrust
  - (d) result in poor image
  
5. A firm
  - (a) has to make payment of dividend promptly
  - (b) appraises of changes to shareholders
  - (c) has to send notices of meetings to shareholders
  - (d) all of the above
  
6. Business ethics
  - (a) comprises code of conduct
  - (b) involves moral values
  - (c) both (a) and (b)
  - (d) results in poor image to a firm

7. Appropriate technology
- (a) should not be imported
  - (b) can be imported
  - (c) cannot be used
  - (d) does not suit Indian Business Firms
8. Industrial Policy, 1991
- (a) raised Foreign equity holdings
  - (b) abolished licensing in many industries
  - (c) both (a) and (b)
  - (d) resulted in nationalisation
9. Entry into Foreign Markets
- (a) is undesirable
  - (b) is facilitated by globalisation
  - (c) is not possible
  - (d) always results in losses
10. Globalisation is found in
- (a) retail sector                      (b) banking
  - (c) both (a) and (b)                  (d) none of these

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write a short note on Political Environment.

Or

- (b) How does competitive force impact business?

12. (a) Explain the impact of Carte system on business.

Or

- (b) Why are values considered important in business?

13. (a) How is a firm responsible to the Government?

Or

- (b) Explain the responsibility of business to the customers.

14. (a) Examine the reasons for import of technology.

Or

- (b) Discuss the impact of Industrial Licensing Policy, 1991.

15. (a) Enumerate the demerits of Privatisation.

Or

(b) List out the features of Globalisation.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) How is environmental analysis beneficial to a firm?

Or

(b) Discuss the importance of legal environment.

17. (a) Bring out the impact of Foreign Culture in India.

Or

(b) How does cultural environment influence a Firm's Business?

18. (a) Discuss the responsibilities of business to the community.

Or

(b) Explain the significance of business ethics.

19. (a) Examine the impact of technological changes on business in India.

Or

(b) How does Industrial Policy, 1991 influence Indian Economy?

20. (a) Is privatisation essential in India? Give reasons.

Or

(b) State the merits and demerits of Globalisation.

---