

**II Semester B.B.A. Examination, August/September 2023
(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

Answer any six sub-questions. Each answer carries 2 marks.

(6×2=12)

1. a) Define business environment.
- b) State any two reasons for state intervention in business.
- c) What is monetary policy ?
- d) Give the meaning of technology transfer.
- e) What is natural environment ?
- f) What is multinational company ?
- g) State any two objectives of Environmental Protection Act.
- h) What do you mean by Intellectual Property Rights ?

SECTION – B

Answer any three of the following. Each answer carries 4 marks.

(3×4=12)

2. Briefly explain the significance of business environment.
3. Explain the benefits of environmental analysis.
4. Discuss the merits of globalisation.
5. State Porter's five forces.
6. State any four conditions of globalisation.



SECTION – C

Answer any three questions. Each answer carries 12 marks.

(3×12=36)

7. Write the meaning of business environment and explain the importance of business environment.
 8. What is globalization ? Discuss the advantages and disadvantages of globalisation.
 9. Discuss the influence of technical environment of a business.
 10. Explain various forms of globalisation of business.
 11. Define consumer. Explain the objectives of COPRA 2019.
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