



K24U 1685

Reg. No. :

Name :

**Second Semester B.B.A./B.B.A.(RTM) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, April 2024
(2019 Admission Onwards)**

Core Course

2B02BBA/BBA (RTM)/2B02AAM : BUSINESS ENVIRONMENT

Time : 3 Hours

Max. Marks : 40

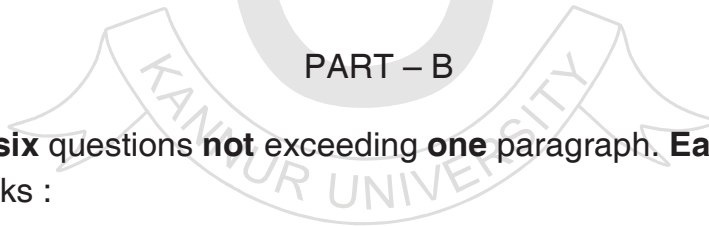


PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark :

- 1) What is Business Environment ?
- 2) What is Micro Environment ?
- 3) What is Socio-Cultural Environment ?
- 4) What is Legal Environment ?
- 5) What is Privatization ?
- 6) What do you mean by Globalization ?

(6×1=6)



PART – B

II. Answer **any six** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks :

- 7) What are the characteristics of Business Environment ?
- 8) What are the constituents of Micro Environment ?
- 9) What are the importance of Political Environment ?
- 10) What are the limitations of disinvestment ?
- 11) State the nature of Privatization.
- 12) What are the difference between Ecology and Business ?
- 13) Write short notes on MNC.
- 14) What do you mean by Constitutional Environment ?

(6×2=12)

P.T.O.



PART – C

III. Answer **any four** questions **not** exceeding **one** page. **Each** question carries **3** marks :

- 15) What are the advantages of Business Environment ?
- 16) What are the elements of Political Environment ?
- 17) What are the factors responsible for social responsibility ?
- 18) What are the causes for Urbanization ?
- 19) What are the objectives of Privatization ?
- 20) What are the problem with MNCs ?

(4×3=12)

PART – D

IV. Answer **any two** questions. **Each** question carries **5** marks :

- 21) Explain the various macro environmental components affecting.
- 22) What are the responsibilities of government to business ?
- 23) What are the measures to promote Globalization ?
- 24) What are the components of the New Economic Policy of 1991 ?

(2×5=10)

