



**First Semester Five Year B.B.A., LL.B. (Hons.) Examination, June 2011**  
**BUSINESS ENVIRONMENT (Course – II)**

Duration : 2 ½ Hours

Max. Marks : 70

- Instructions :**
1. Answer **all 5** questions.
  2. **One** essay type and **one** short note question or problem from **each** Unit have to be attempted which is referred as Part **(a)** and Part **(b)** in **all** Units.
  3. Figures to the **right** indicate marks.
  4. Answer should be written **only** in **English**.

UNIT – I

Q. No. 1. (a) Explain the concept of business and state the characteristics of it.

Marks : 9

OR

“Firms which systematically analyse and diagnose the environment are more effective than those which don’t. Elucidate.

(b) Write a note on competitor analysis of a business.

Marks : 5

OR

State the objectives of a business.

UNIT – II

Q. No. 2. (a) Bringout the importance of “Partnership” in today’s competitive world and state its disadvantages.

Marks : 9

OR

Explain the concept of a co-operative society and discuss the various types of societies.

(b) Write a note on “KARTA”.

Marks : 5

OR

List the advantages of “Sole proprietorship”.

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UNIT – III

Q. No. 3. (a) Trace out the different strategies adopted by a business towards globalisation.

Marks : 9

OR

Discuss impact of Multinational Companies in Indian Economy.

(b) What is “Management - Employee Buyout” under privatisation ?

Marks : 5

OR

Write a note on joint ventures with an example.

UNIT – IV

Q. No. 4. (a) State and explain the business social responsibilities towards its shareholders employees and consumers.

Marks : 9

OR

Evaluate the importance of corporate governance in today’s competitive business.

(b) List the sources of business ethics.

Marks : 5

OR

Write a note on the impact of technology in business making decisions.

UNIT – V

Q. No. 5. (a) What is consumerism ? Explain the objectives of consumer protection councils.

Marks : 9

OR

Discuss the recent business development and employment opportunities in the information technology sector.

(b) Write a note on “Special Economic Zones”.

Marks : 5

OR

Highlight the core business activities of a “KPO”.