



First Semester Five Year B.B.A., LL.B. (Hons.) Examination, January 2012
BUSINESS ENVIRONMENT

Duration : 2½ 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) “Firms which systematically analyse and diagnose the environment are more effective than those which don’t elucidate. Marks : 9

OR

Explain the environmental factors of the firm which gives the strength and weakness to it.

- (b) Inshort explain the steps of environment analysis. Marks : 5

OR

What is business ? Brief its characteristics.

UNIT – II

- Q. No. 2. (a) Based on characteristics distinguish between private and public company. Marks : 9

OR

Describe the different types of co-operative societies with examples.

- (b) List down the merits and demerits of partnership. Marks : 5

OR

List down the merits and demerits of company.

P.T.O.

**UNIT – III**

- Q. No. 3. (a) Explain the important policy reforms undertaken in New Economic Policy.

Marks : 9

OR

Explain the impact of multinational companies on Indian business environment.

- (b) Explain Globalization.

Marks : 5

OR

Explain Liberalisation.

UNIT – IV

- Q. No. 4. (a) Describe the impact of technology on business decision making.

Marks : 9

OR

What is business ethics ? Explain the benefits received by the ethical firm from every segment of society.

- (b) Explain in short work ethics and work culture.

Marks : 5

OR

What is the importance of corporate governance ?

UNIT – V

- Q. No. 5. (a) Explain the recent development in business and employment in India.

Marks : 9

OR

What is consumerism ? Explain the consumer movement in India.

- (b) Write a note on Special Economic Zones.

Marks : 5

OR

In short explain KPO.