



First Semester 5 Yrs. B.B.A.,LL.B. (Hons.) Examination, December 2012
BUSINESS ENVIRONMENT

Duration : 2½ Hours

Max. Marks : 70

- Instructions:** 1. Answer **all 5** questions.
2. One essay type and **one** short note question from **each** Unit have to be attempted, which is referred as Part **(a)** and Part **(b)** in **all** the Units.
3. Figures to the **right** indicate marks.
4. Fresh Batch 2012-13 students should answer Q. 2 **(x)** **(y)** (Unit – II) and the remaining.

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 Micro and Macro environment of a business.
- (b) State the objectives of a Business. Marks : 5
- OR
- Write a note on the process of Environment Analysis.

UNIT – II

- Q. No. 2. (a) Define partnership. Bring out the features of partnership. Marks : 9
- OR
- Explain the concept of Public Company with its merits and demerits.
- (b) Write short note on **any one** : Marks : 5
- 1) Company Limited by Shares
2) Unlimited Company.
- OR
- Highlight the various types of Co-operatives.

UNIT – II (For 2012-13 Batch)

- Q. No. 2. (x) What is Demand forecasting ? Explain the methods of Demand forecasting. Marks : 9
- OR
- What is cost of production ? Explain the laws of returns to scale in production. P.T.O.

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Marks :

- (y) Write short note on **any one** :
Fixed cost and variable cost

OR

Exceptions to the Law of Demand.

UNIT – III

- Q. No. 3. (a) Explain the trends in International business and their impact in India.

Marks : 9

OR

Explain the different strategies adopted by a company towards globalization.

- (b) Write a note on Foreign Direct Investment.

Marks : 5

OR

Highlight any five economic factors which influence business.

UNIT – IV

- Q. No. 4. (a) Bringout the role of Board of Director and Capital Market in bringing out honest business practices.

Marks : 9

OR

Explain the business's social responsibility towards employees, consumer and government.

- (b) Write a note on Work Culture.

Marks : 5

OR

Highlight the importance of corporate governance.

UNIT – V

- Q. No. 5. (a) Explain the Recent Development in Business and Employment opportunities.

Marks : 9

OR

Bringout the importance of voluntary organisations.

- (b) Write a note on Consumers Protection Act, 1986.

Marks : 5

OR

Highlight the activities undertaken by Business Process Outsourcing.