

REG.NO. :

**N.G.M. COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : MAY- 2023**

COURSE NAME : B.B.A

MAXIMUM MARKS: 70

SEMESTER : VI

TIME : 3 HOURS

**PART - III
BUSINESS ENVIRONMENT**

SECTION - A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. _____ is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders.
a. Corporate Social Responsibility b. Cooperative Social Responsibility*
c. Corporate Special Responsibility d. Corporate Social Reliability
2. Which is not a purpose of environmental analysis?
a. Forecasting future b. Improving organizational performance
c. Identifying threats & develop response strategy d. fail in future
3. Which is not a kind of social institutions?
a. family b. religion c. pharmacy d. State
4. Trade protection, subsidies, targeted tax credits, fiscal stimulus, and public-private partnerships are common examples of government intervention in _____ economy.
a. capitalistic b. socialistic c. command d. mixed
5. KFC has expanded the brand globally using _____ strategy.
a. licensing b. piggybacking c. franchising d. counter trading

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. When did CSR become mandatory?
7. How will you respond in a situation below - In a duopoly market, having threat of competitor launching e-commerce platform shortly?
8. What are the factors Influencing business ethics?
9. Name the legal environment factors in international business.
10. What does an export processing zone refer to?

SECTION – B

(5 X 4 = 20 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

(K3)

11. a) Examine the benefits of good business environment

(OR)

- b) List the important characteristics of business environment.

(CONTD.....2)

12.a) Interpret the limitations of environmental analysis.

(OR)

b) Enumerate the steps in environmental analysis process.

13.a) Elaborate the contents of socio-cultural environment.

(OR)

b) List the advantages of a Multi-National Company.

14.a) Define monopolistic trade practices.

(OR)

b) Enumerate the economic factors that affect business environment in India.

15.a) What are the strategies to enter foreign market?

(OR)

b) Give an outline of the features of globalization.

SECTION - C

(4 X 10 = 40 MARKS)

ANSWER ANY FOUR OUT OF SIX QUESTIONS

(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS

(FROM Qn. No : 17 to 21)

(K4 (Or) K5)

16. Prepare PESTLE analysis for a drone manufacturing start up company in Tamilnadu.

17. Elaborate Social responsibility of business with examples of live organisations.

18. Sketch any two techniques of environmental analysis.

19. Relate how political factors and Government affect business environment.

20. Discuss industrial sickness and remedial measures available in the light of Sick Industrial Companies (Special Provisions) Act, 1985.

21. Brief SEZ's. How to start a business in SEZ.?

ETHICAL PAPER