

22UBM617

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2022 ONLY)

REG.NO. :

**B.B.A
VI SEMESTER**

**N.G.M.COLLEGE (AUTONOMOUS): POLLACHI
END-OF-SEMESTER EXAMINATIONS:MAY-2025**

**MAXIMUM MARKS: 50
TIME: 3 HOURS**

PART-III

BUSINESS ENVIRONMENT

SECTION - A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

K1

1. Which of the following is a constituent of the business environment?
a) Political factors b) Economic factors c) Technological factors d) All the above
2. Which of the following is NOT a component of SWOT analysis?
a) Strengths b) Weaknesses c) Options d) Threats
3. What is the role of the government in the business environment in India?
a) Regulator b) Facilitator c) Competitor d) All of the above
4. Which type of economic system does India follow?
a) Capitalist Economy b) Socialist Economy c) Mixed Economy d) Communist Economy
5. What does FERA stand for?
a) Foreign Exchange Regulation Act b) Foreign Economic Regulation Act
c) Federal Economic Regulation Act d) Foreign Export Regulation Act

ANSWER THE FOLLOWING IN ONE TWO SENTENCES.

K2

6. What do you mean by Business Environment?
7. What is the primary purpose of Environmental Analysis?
8. What is the primary influence of culture on business?
9. When was the first Five-Year Plan launched in India?
10. What is the first stage of globalization?

SECTION – B

(5 X 3 = 15 MARKS)

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

11. a) Define Business Environment and its types.
(OR)
b) What is social responsibility of business environment?
12. a) What is the process of environmental analysis?
(OR)
b) Explain any four techniques used in Environmental Analysis?

13. a) Define Socio-Cultural Environment and list its elements.

(OR)

b) What are the factors affecting Business Ethics?

14. a) Define Economic System and explain its types.

(OR)

b) What is the MRTP Act? What was its purpose?

15. a) What is Globalization?

(OR)

b) Define FERA.

SECTION - C

(5X5= 25 MARKS)

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K4 & K5)**

16. a) Describe the various factors/components of the business environment.

(OR)

b) Explain the seven characteristics of Business environment.

17. a) Define SWOT Analysis and explain its significance.

(OR)

b) Define Environmental Analysis and explain its need.

18. a) Explain Political Environment and its impact on business.

(OR)

b) Explain the features of MNC's.

19. a) Explain Economic Policies and their role in the Indian Economic Environment.

(OR)

b) Discuss in detail MRTP Act.

20. a) Discuss the stages of globalization.

(OR)

b) Distinguish between FERA and FEMA.

ETHICAL PAPER