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Time: 2 hrs

GIET UNIVERSITY, GUNUPUR – 765022
B. B. A (Second Semester) Examinations, August – 2021
20BBA204 – Business Environment

Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – A: (Multiple Choice Questions)**(1 x 10 =10 Marks)**Q. 1 Answer ALL questions

- a. The term business environment refers to Factors which impact functioning of a firm?
 - (i) External factors
 - (ii) Internal factors
 - (iii) Management related factors
 - (iv) Internal and External factors
- b. Factors which are beyond the control of a business are called.....?
 - (i) Supply
 - (ii) budgets
 - (iii) Demand
 - (iv) External factors
- c. Which sector contributes more than 70% of world GDP?
 - (i) Agriculture
 - (ii) Service
 - (iii) Automobile
 - (iv) Manufacturing
- d. Monetary policy in India is framed by the.....
 - (i) RBI
 - (ii) Ministry of corporate affairs
 - (iii) Ministry of finance
 - (iv) Planning commission
- e. The first year plan was launched on.....
 - (i) 1st April 1951
 - (ii) 1st April 1952
 - (iii) 1st April 1955
 - (iv) 1st April 1960
- f. Globalization is the term used to describe the process of removal of restrictions on:
 - (i) Foreign trade
 - (ii) Investment
 - (iii) (a) and (b)
 - (iv) None of these
- g. The salient features of NEP-1991 are:
 - (i) Liberalization
 - (ii) Privatization
 - (iii) Globalization measures
 - (iv) All of the above
- h. Which of the following was not a stabilization measure implemented by the government in 1991, to correct the imbalances in the Indian economy:
 - (i) Devaluation of currency and convertibility in current account
 - (ii) Liberalization of domestic markets
 - (iii) Cut in government expenditures
 - (iv) All of the above
- i. The ___ environment refers to the factors that affect the consumers' purchasing power.
 - (i) economic
 - (ii) political
 - (iii) cultural
 - (iv) Socio-cultural
- j. Internal factors affecting a business environment also are referred to ___ factors.
 - (i) controllable
 - (ii) uncontrollable factors
 - (iii) relevant
 - (iv) global

PART – B: (Short Answer Questions) (2 x 5=10 Marks)

Q.2. Answer ALL questions

- a. Discuss the meaning of the term 'Fiscal Policy'?
- b. What is the impact of technology on business?
- c. What is Cash Reserve Ratio?
- d. What do you mean by SWOT analysis?
- e. Why is business environment called dynamic

PART – C: (Long Answer Questions) (6 x 5= 30 Marks)

Answer ANY FIVE questions

Marks

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| 3. Discuss the dynamics of changing business environment in an economy? | 6 |
| 4. What is monetary policy? Discuss the objectives of Monetary Policy? | 6 |
| 5. 'Environmental analysis can make a firm strong or weak'. Do you agree with this statement? Explain it? | 6 |
| 6. Discuss the impact of globalization on Telecom and Financial sector? | 6 |
| 7. Write a note on "Globalisation and Liberalization of India's Foreign Investment Policy."? | 6 |
| 8. What are the important feature of Indian culture and value system? How does the culture effect the business? | 6 |
| 9. Advantages and disadvantages of International Trade? | 6 |
| 10. Write a detailed note on International Business Environment and its impact on India? | 6 |

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