GIET UNIVERSITY, GUNUPUR – 765022
B. B. A (Second Semester Regular) Examinations, May – 2024
23BBAPC12003 - Business Environment

Time: 3 hrs   Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A		(2 x 10 = 20 Marks)

Q.1. Answer *ALL* questions

		CO #	Blooms Level
a.	Why do we need to study business environment in present business scenario?	CO1	K2
b.	What do you understand by Macro and Micro Environment?	CO1	K3
c.	Differentiate between open and close economy	C21	K2
d.	Define FDI.	CO2	K1
e.	Differentiate between FERA and FEMA.	CO3	K2
f.	List the tools of monetary policy.	CO3	K4
g.	Define business and society.	CO4	K2
h.	Define GDP.	CO4	K2
i.	What is SEBI? Role of SEBI in business environment.	CO5	K3
j.	What are the four pillars of corporate governance?	CO5	K2

PART – B		(8 x 5 = 40 Marks)

Answer *ALL* the questions

		Marks	CO #	Blooms Level
2. a.	Discuss the impact of environment on business and strategic decisions.	8	CO1	K2
	(OR)			
b.	Explain the Nature of Business Environment.	8	CO1	K3
3. a.	Describe economic and non economic environment.	8	CO2	K4
	(OR)			
b.	Explain the objectives and significance of business environment.	8	CO2	K2
4. a.	Write a short note on industrial policy resolution 1956.	8	CO3	K3
	(OR)			
b.	Briefly explain the reasons for implementing LPG.	8	CO3	K4
5. a.	Discuss the concept Fiscal and Monetary policy.	8	CO4	K2
	(OR)			
b.	Explain the role of RBI in economic development.	8	CO4	K3
6. a.	What do you mean by business ethics? Explain the types of business ethics.	8	CO5	K4
	(OR)			
b.	Explain briefly the responsibility of business enterprise towards stakeholders and society in general.	8	CO5	K5

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