CB 60:40

## TILAK MAHARASHTRA VIDYAPEETH, PUNE BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

**EXAMINATION: JUNE - 2022** 

**SEMESTER - IV** 

**Sub.:** Business Environment (BBA15-411)

Date:	17/06/202	22 Total Marks	Total Marks: 60 Time: 2.00pm to 4.30pm	
Instructions: 1) All questions are compulsory. 2) Figures to the right indicate full marks.				
Q. 1.	Choose	e the most appropriate option.		(05)
1	I. Which	of the following are the dimensions o	f the business environment?	
		nomic and Social	b) Technological and Economic	
	,	al and Social	d) All of the above	
,	2. Libe	eralization means		
		cy of planned disinvestment	b) Integrating among economies	
	c) En	d of license and reduction of	d) None of these	
	govern	ment control		
	3. Micro	environment is also called	-	
	a) Gene	eral environment	b) Operating Environment	
	c) Ecor	nomic environment	d) Political environment	
4		adquarter of WTO is		
	a) Gene		b) Japan	
	,	h Korea	d) Russia	
:				
	,	ld Bank	b) WTO	
	c) IMF		d) Asian Development Bank	
Q. 2.	State T	State True / False		
	1. Industr	Industrial sickness contributes to low-cost economy.		
	a) True	•	b) False	
,	,	k environment consists of stakeholder egular basis.	rs with whom organizations interact on a	
	a) True		b) False	
•	3. Interna	International monetary fund is not a part of world bank group.		
	a) True		b) False	
4	4. Exim li	Exim licensing is a regulatory function of board trade under foreign trade.		
	a) True		b) False	
,	The term business environment refers to management related factors which impact function of a firm.			
			h) Folos	
	a) True		b) False	
Q. 3.	Write	Short notes on (Any Three)		(15)
	1. Foreign	n Direct Investment		
,	2. Role of	f IMF in Developing Country		
,	3. WTO			
4	4. Paralle	l economy		
	5. Charac	teristics of environment		

## Q. 4. Answer in detail (Any Two)

(20)

- 1. Define business environment? State and explain the factors affecting on internal and external environment
- 2. What do you mean by regional imbalance? What are the causes of regional imbalances in India?
- 3. What do you mean by privatization? Discuss the problems and prospectus of privatization in India?

## Q. 5. Case study (Any One)

(15)

- 1. Eco-friendly products are gaining power as the consumers' awareness about environmental issues has increased over the years and they are conscious about choosing products that do not have adverse effects on the environment. They are now more conscious about the carbon emission and climate change effects, and want themselves to be 'seen' as a green advocate among their peers. In such a scenario, it has become a challenge for the companies as they have to not only meet the needs of the consumers but also ensure that their products are safe and environmentally friendly. As a result, there is growing need for better and advanced technologies to works as a catalyst in this regard.
  - a. Identify the relevant features of business environment being discussed above.
  - **b.** Describe briefly any three points which highlight the importance of business environment and its understanding by managers.
- 2. Postage stamps have been unveiled to commemorate 140 years of existence of the country's first stock exchange Bombay Stock Exchange (BSE). The setting up of BSE is considered to be the greatest revolution that took place in the financial markets in India as it acts as a key driver for economic growth of a country. This is due to the fact that there exists a strong correlation between economic growth and capital accumulation.
  - a. Identify the dimension of business environment of India being referred here.
  - **b.** State any three factors which broadly affect the dimension of business environment of India as identified in part (a) of the question.