

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION : DECEMBER - 2023**  
**SEMESTER - IV**  
**Sub.: Business Environment (BBA15- 411)**

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<b>Date : 26/12/2023</b>	<b>Total Marks : 60</b>	<b>Time: 2.00pm to 4.30pm</b>
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- Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

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**Q. 1. Choose the most appropriate option. (05)**

1. ....factors of environment include age, sex, family and size of population.
 

a) Cultural	b) Demographic
c) Economic	d) Technological
2. In..... inflation the sustained rise in prices is at 3% to 6% per annum.
 

a) creeping	b) walking
c) running	d) hyper
3. ....is a process that reduces the involvement of the state or the public sector in the nation's economic activities.
 

a) Nationalization	b) Liberalization
c) Privatization	d) Globalization
4. Every year .....is celebrated as the "World Environment Day".
 

a) 5 <sup>th</sup> April	b) 5 <sup>th</sup> May
c) 5 <sup>th</sup> June	d) 5 <sup>th</sup> July
5. ....energy is the energy released when atoms are split or joined together.
 

a) Nuclear	b) Renewable
c) Non-renewable	d) Geothermal

**Q. 2. State True / False (05)**

1. Perception implies mental awareness or outlook of an individual.
 

a) True	b) False
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2. The problem of poverty is also a problem of equality.
 

a) True	b) False
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3. Social injustice stems from a number of factors like social group hierarchy, gender discrimination, poverty, child labour, limited or no access to physical and social infrastructure, disabilities etc.
 

a) True	b) False
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4. A renewable resource is something that is not being replaced.
 

a) True	b) False
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5. Mining is solely concentrated in the eastern Turkey.
 

a) True	b) False
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**Q. 3. Write Short notes on (Any Three) (15)**

1. Micro Environment
2. Harmful effects of Black Money
3. Types of Privatization
4. Functions of WTO
5. Global Warming

**Q. 4. Answer in detail (Any Two) (20)**

1. What is meant by the term “Environment”? Explain the various components of internal and external business environment.
2. What do you mean by Regional Imbalance? State the reasons for dispersal of industries.
3. What do you mean by Industrial Sickness? State the effects of industrial sickness.

**Q. 5. Case study (15)**

**The Indian Business Environment:**

India is a rapidly growing economy with a diverse and dynamic business environment. It offers a large consumer market, a vast pool of skilled labor, and a thriving entrepreneurial ecosystem. However, doing business in India requires a deep understanding of its unique characteristics and challenges.

**Regulatory Framework:**

India's regulatory framework is complex and often subject to frequent changes. Businesses need to navigate through various laws, regulations, and bureaucratic procedures. The most significant regulatory bodies include the Ministry of Corporate Affairs, the Reserve Bank of India, and the Securities and Exchange Board of India. Compliance with tax laws, intellectual property rights, and environmental regulations is crucial for businesses operating in India.

**Cultural Aspects:**

Understanding the cultural aspects of India is vital for business success. India is a diverse country with multiple languages, religions, and cultural practices. Building strong relationships and respecting local customs and traditions are essential. Hierarchical structures, long-term business relationships, and a strong emphasis on personal connections play a significant role in Indian business culture.

**Questions:**

**Question 1:** What are the key challenges faced by businesses in the Indian market?

**Question 2:** What opportunities does the Indian business environment offer?

**Question 3:** How can businesses navigate the Indian business environment successfully?