

**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2019 ONLY)**

19UBM622

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : JULY-2022

B.B.A

MAXIMUM MARKS: 75

SEMESTER VI

TIME : 3 HOURS

PART - III

BUSINESS ENVIRONMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. What are the characteristics of Business Environment?
a) Dynamic b) Uncertain c) Interrelated d) All the above
2. Which of the following is not a technique of environmental analysis?
a) SWOT b) PESTLE c) Porters 5 Force d) None of the above
3. Select the element of cultural environment from the below.
a) Religion b) Language c) Both the above d) None of the above
4. Which of the following is not an objective of an economic policy?
a) Economic Growth b) Employment c) Unstable Prices D) Business Development
5. EPZ Stands for_____
a) Economic Processing Zone b) Efficient Printing Zone
c) Economy Perfect Zone d) None of the above

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define Business Environment.
7. Expand PESTLE and explain its significance.
8. Interpret the importance of Socio Cultural environment.
9. Explain any two features of MRTP Act .
10. Interpret the significance of SEZ.

SECTION – B

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) Describe various constituents of business environment in your own words.
(OR)
b) Interpret the meaning of Social Responsibility of Business and explain its significance.
12. a) Assess the need of Environmental Analysis and explain the process of environmental analysis.
(OR)
b) Outline the components of SWOT analysis in detail.

(CONTD 2)

- 13.a) Examine the Relationship between Government and Business.
(OR)
b) Classify the elements of cultural environment and explain them in brief.
14. a) Interpret various features of a Mixed Economy.
(OR)
b) Examine various causes and symptoms of Industrial Sickness.
15. a) Outline the features of current Globalization.
(OR)
b) Compare FERA with FEMA.

SECTION - C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS****(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS
(FROM Qn. No : 17 to 21) (K4 (Or) K5)**

16. Analyze various techniques of environmental analysis, in detail, with examples.
17. Discuss in detail the characteristics of Business Environment.
18. Examine the advantages and limitations of Environmental Analysis.
19. Investigate the significance of Business Ethics and discuss in detail the various factors effecting business ethics.
20. Discuss the significance of Economic Planning in detail.
21. Analyze various features of global business environment and explain various stages of Globalization.
