

Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

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| **BBA – II SEMESTER** |
| **SEMESTER EXAMINATION: APRIL 2020** |
| **BBA 2219 – BUSINESS ENVIRONMENT****THIS PAPER HAS TWO PRINTED PAGES AND FOUR PARTS**  |

**Time: 2 ½ Hours Max Marks: 70**

**Section-A**

I. Answer any **FIVE** questions. Each question carries **2 marks**. (5x2=10)

1. List out any four features of modern business.
2. Give the meaning of Liberalization and Privatization.
3. Mention the benefits of state intervention.
4. What is Natural environment?
5. Mention any four objectives of competition act 2002.
6. Give the meaning of Global environment.

**Section- B**

II. Answer any **THREE** questions. Each question carries **5 marks**. (3x5=15)

7. Differentiate between micro and macro environment.

8. Write a short note on Industrial policy.

9. List out the objectives of WTO.

 10. How do you think technology has an impact on the society? Discuss.

**Section- C**

III. Answer any **TWO** questions. Each question carries **15 marks**. (2x15=30)

11. i)Briefly explain the process of environment analysis for business decisions.(5 marks)

 ii) Explain the features of stock exchange. (5 marks)

 iii) Discuss the impact of culture on a business. (5 marks)

12. i) “*Diversification and globalization are the keys to the future.”*

Do you agree? Discuss. Also highlight and explain the strategies for going global.(10 marks)

ii)State the responsibilities of the government towards the business. (5 marks)

 13. What is social responsibility? Bring out the arguments for and against being socially responsible with relevant examples.

**Section – D**

IV. Answer the following **COMPULSORY** question carrying **15 marks**. (1x15=15)

14. **Case Study**

Naman and Govind after finishing their graduation under vocational stream decided to start their own travel agency which will book Rail Tickets and Air Tickets on commission basis. They also thought of providing tickets within ten minutes through the use of internet. They discussed the idea with their Professor Mr. Mehta who liked the idea and suggested them to first analyze the business environment which consists of investors’, competitors and other forces like social, political etc. that may affect their business directly or indirectly. He further told them about the technological improvements and shifts in consumer preferences that were taking place and hence they should be aware of the environmental trends and changes which may hinder their business performance. He emphasized on making plans keeping in mind the threat posed by the competitors, so that they can deal with the situation effectively. This alignment of business operations with the business environment will result in better performance.

1. Identify and state the component (type) of business environment highlighted in the above case. Also explain the type. ( 5 marks)
2. State the objectives of business as discussed by Professor Mehta with Naman and Govind. ( 5 marks)
3. Also state the importance of business environment as stated by Professor Mehta in the above situation. ( 5 marks)