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| Register Number:Date: / /2020**Description: col LOGO outline****ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** |  |
| **B.BA - II SEMESTER** |  |
| **SEMESTER EXAMINATION: APRIL 2020****BBA 2219- BUSINESS ENVIRONMENT****THIS PAPER HAS TWO PRINTED PAGES AND FOUR PARTS** |  |
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| **Time- 2 1/2 hrs** |  |  **Max Marks-70** |  |  |
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**SECTION A**

1. **Answer any FIVE of the following questions. Each question carries two marks. (5x2 marks = 10)**
2. Define business environment.
3. State four objectives of monetary policy.
4. What is meant by a capitalist economy?
5. Who is a speculator?
6. Give the meaning of cyber offences?
7. List any 4 social responsibilities of a business.

**Section B**

1. **Answer any THREE of the following questions. Each question carries five marks. (3x5marks = 15)**
2. Explain in detail the macro factors affecting the business environment.
3. What is meant by LPG? Discuss the impact of LPG on business.
4. Give the meaning of state intervention. Explain its pros and cons.
5. Explain the factors of natural environment on business.

**Section C**

1. **Answer any TWO question. Each question carries fifteen marks.**

**(2 x15 marks =30)**

1. Write short notes on-
2. Responsibility of the government towards the business (5M)
3. Information technology Act, 20 (5M)
4. The impact of Cultural environment on business (5M)
5. a)“Taking business into the global market place can be a daunting task, but its reward outweighs the risks”. With reference to the statement discuss the various strategies of go global. (10M)

b) Write a note on Competition Act, 2002. (5M)

1. “My 2020 vision for India is to transform it into a developed nation. That cannot be abstract; it is a life line”- A.P.J Abdul Kalam. Do you think his vision has been achieved? Enumerate the characteristics of the present Indian economy.

**Section D**

1. **Answer the following compulsory question. The question carries fifteen marks. (15 marksx1question=15)**
2. In1868, Tata Gamsi founded the Tata group. It is the largest conglomerate in India and is owned by the Tata sons. Tata motors is a leader in manufacturing of commercial, passenger, military and electric vehicles. It ia also the worlds 4th largest truck and 2nd largest bus manufacturer by volume. In January 2008, Tata motors introduced Tata Nano, dubbed as the “People’s Car” and also known as the world’s cheapest car. The car was launched in march 2009 which created a significant impact in the Indian automobile market. Tata motors Ltd. Is one of the few companies which has its own R&D Centre’s. It has established an engineering research centre at Pune (with a strength of around 3,500 personnel).

The main target group of customers, for Tata Nano are the lower and middle income families in India, many of whom resisted purchasing a four wheeler mainly due to price affordability and maintenance cost. Launching this car gave an opportunity for these groups to purchase a car within their means. Tata motors was so confident about their product that they thought it would be a massive success. But it failed and became one of the most disaster products in the history of marketing.

**Questions**

1. What was the vision of Ratan Tata behind the launch of Nano project? How did he analyze the environment? (5M)
2. In spite of extensive research and development programme, Nano was a huge failure. Why? (5M)
3. What could have Ratan Tata done differently in order to avoid this disaster and make Nano a success. (5M)