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Register Number:

DATE:

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

**UG – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2021**

**(Examination conducted in January-March 2022)**

**BA OE 01: Business Environment**

Time- 2 hrs Max Marks-60

**This paper contains 1 printed page and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**2 x 5 = 10 marks)**

1. What is business?
2. State any four types of industry.
3. What is environment scanning?
4. State any two differences between micro and macro environment.
5. List out the functions of Human Resource Management.
6. Write a short note on monetary policy.

**Section B**

**II.** Answer ***any three*** of the following (**5 x 3 = 15 marks)**

1. Distinguish between business and profession.
2. Explain the motives of business.
3. Discuss the objectives of environment scanning?
4. Exemplify the functions of finance.
5. Explain the components of legal environment?

**Section C**

**III.** Answer ***any two*** of the following (**10 x 2 = 20 marks)**

1. Distinguish among business, industry and trade.
2. Describe the environmental appraisal and scanning techniques.
3. Exemplify the components of marketing mix

**Section D**

**IV. Answer the following (15marks)**

1. With changes in the consumption habits of people, Neelesh, who was running a sweet shop, shifted to the chocolate business. On the eve of Diwali, he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website chocolove.com for taking orders online. He got a lot of orders online and earned huge profits by selling the chocolate.

Explain the following relating to the above case:

1. Social environment factors and
2. Technical environment factors.