NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)
BBA
SEM: II - THEORY EXAMINATION (20 ..... - 20......)
Subject: Business Environment

Time: 2.5 Hours   Max. Marks: 60

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A   15

1. Attempt all parts:-

1-a.   _____ refers to negative and unfavorable external factors that are likely to   1
create hurdles for a firm. (CO1, K1)

(a)   Opportunities

(b)   Warning

(c)   Threats

(d)   None of these

1-b.   FEMA stands for: (CO2, K1)   1

(a)   Foreign Enterprise Management Act

(b)   Financial Establishment Management Act

(c)   Foreign Exchange Management Act

(d)   Financial Exchange Monitoring Authority

1-c.   The main goal of economic planning in India is: (CO3, K1)   1

(a)   Political stability

(b)   Economic growth

(c)   Technological advancement

(d)   Social justice

1-d.   A business showing concern for the environment is demonstrating: (CO4, K1)   1

(a)   Social responsibility

(b)   Profit maximization

(c) Social obligations

(d) Legal compliance

1-e. Public sector enterprises contribute to Indian economy through: (CO5, K1)   1

(a) Employment

(b) Revenue loss

(c) Infrastructure

(d) Trade deficit

2. Attempt all parts:-

2.a.	Define environmental analysis. (CO1, K1)	2
2.b.	List the objectives of the Consumer Protection Act. (CO2, K1)	2
2.c.	Describe the role of NITI Aayog in policy formulation.(CO3, K2)	2
2.d.	State the role of cultural sensitivity in international business. (CO4, K1)	2
2.e.	Highlight key challenges faced by public sector undertakings. (CO5, K2)	2

SECTION-B   15

3. Answer any <u>three</u> of the following:-

3-a.	Differentiate internal and external business environments.(CO1, K4)	5
3-b.	List government initiatives to attract foreign investment. (CO2, K1)	5
3.c.	Explain tools used in monetary policy. (CO3, K2)	5
3.d.	Describe challenges businesses face with rapid technological change. (CO4, K2)	5
3.e.	Discuss the various effects of globalization on Indian economy. (CO5, K2)	5

SECTION-C   30

4. Answer any <u>one</u> of the following:-

4-a.	Identify the process followed during environmental analysis and its steps. (CO1, K2)	6
4-b.	Outline an analysis of the ETOP (Environmental Threat and Opportunity Profile) and its utility. (CO1, K2)	6

5. Answer any <u>one</u> of the following:-

5-a.	State the powers and functions of SEBI as a regulatory body. (CO2, K1)	6
5-b.	Examine the rights of consumers as laid out in the Consumer Protection Act and their enforcement. (CO2, K2)	6

6. Answer any <u>one</u> of the following:-

6-a.	Highlight the role of Industrial Policy in enhancing private sector participation and economic growth. (CO3, K2)	6
6-b.	Discuss the impact of fiscal deficit and government borrowing on economic development. (CO3, K2)	6

7. Answer any <u>one</u> of the following:-

7-a.	Explain the business strategies tailored to the needs and preferences of the growing middle-income segment. (CO4, K2)	6

7-b.   Describe the impact of innovations like artificial intelligence, blockchain, and IoT   6
on traditional industries. (CO4, K2)

8. Answer any <u>one</u> of the following:-

8-a.   Explain the role of public sector enterprises in achieving economic self-reliance   6
and industrial growth. (CO5, K2)

8-b.   Mention the various methods of disinvestment and their application in different   6
industrial sectors. (CO5, K2)