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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

BBA

SEM: II - THEORY EXAMINATION (2025 - 2026)

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:-

- | | | | |
|-------|---|-----------|---|
| (1.1) | Microenvironment consists of_____. | (CO1, K1) | 1 |
| | (a) Customers | | |
| | (b) Economy | | |
| | (c) Politics | | |
| | (d) Technology | | |
| (1.2) | SEBI protects. | (CO2, K1) | 1 |
| | (a) Company management | | |
| | (b) Investors | | |
| | (c) Government officials | | |
| | (d) Exporters | | |
| (1.3) | The main goal of economic planning in India is: | (CO3, K1) | 1 |
| | (a) Political stability | | |
| | (b) Economic growth | | |
| | (c) Technological advancement | | |
| | (d) Social justice | | |
| (1.4) | Social responsibility helps in. | (CO4, K1) | 1 |
| | (a) Hiding facts | | |
| | (b) Misleading ads | | |
| | (c) Brand building | | |
| | (d) Legal battles | | |
| (1.5) | GATT was replaced by. | (CO5, K1) | 1 |

- (a) UNESCO
- (b) EU
- (c) WTO
- (d) IMF

2. Attempt all parts:-

- (2.1) State any two feature of business environment. (CO1, K2) 2
- (2.2) List the objectives of the Consumer Protection Act. (CO2, K1) 2
- (2.3) Explain the features of a socialist economy. (CO3, K2) 2
- (2.4) Discuss the various ways by which culture can affect marketing strategies. (CO4,K1) 2
- (2.5) Describe benefits associated with privatization. (CO5, K2) 2

SECTION-B

15

3. Answer any three of the following:-

- (3.1) Differentiate internal and external business environments.(CO1, K4) 5
- (3.2) Describe the impact of regulatory bodies on business operations. (CO2, K2) 5
- (3.3) State the objectives of the current industrial policy. (CO3,K2) 5
- (3.4) Explain the role of R&D in technological development. (CO4, K2) 5
- (3.5) Identify industries most affected by globalization. (CO5, K2) 5

SECTION-C

30

4. Answer any one of the following:-

- (4.1) Explain the meaning and significance of the business environment in the context of organizational performance. (CO1, K2) 6
- (4.2) Outline an analysis of the ETOP (Environmental Threat and Opportunity Profile) and its utility. (CO1, K2) 6

5. Answer any one of the following:-

- (5.1) Analyze the role of government policies in shaping the business environment. (CO2,K4) 6
- (5.2) Illustrate the impact of the Competition Act on mergers, acquisitions, and market dominance. (CO2, K4) 6

6. Answer any one of the following:-

- (6.1) Outline the components and objectives of Fiscal Policy in India. (CO3, K2) 6
- (6.2) Explain the significance of direct and indirect taxes in government revenue generation. (CO3, K3) 6

7. Answer any one of the following:-

- (7.1) Describe the impact of innovations like artificial intelligence, blockchain, and IoT on traditional industries. (CO4, K2) 6
- (7.2) Discuss advantages of technology import in India. (CO4, K2) 6

8. Answer any one of the following:-

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

(8.2) Mention the various methods of disinvestment and their application in different industrial sectors. (CO5, K2)

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