

Seat No. : \_\_\_\_\_

**NB-124**

**December-2015**

**B.B.A, Sem.-V**

**CC-302 : Business Environment**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (a) Discuss internal factors affecting Business Environment in detail. 7  
**OR**  
What is a money market ? Discuss reforms of Indian money market.
- (b) Define Business Environment, explain importance of Business Environment. 7  
**OR**  
Write a note on the reforms of Capital Market.
2. (a) Define Budget. Discuss various constituents of Budget. 7  
**OR**  
Write a detail note on Exit Policy.
- (b) Discuss different methods of Price and Distribution controls. 7  
**OR**  
Discuss different ways of Privatization in detail.
3. (a) What is Globalization ? Discuss various indicators of Globalization. 7  
**OR**  
Explain various threat brought by MNCs in India.
- (b) Discuss the role of foreign investment in the economy. 7  
**OR**  
Write a note on WTO and India.
4. (a) Explain the importance of Business ethics in detail. 7  
**OR**  
Discuss the sources of Technology Dynamics.
- (b) Write a note on Consumerism in India. 7  
**OR**  
Discuss the impact of natural environment on business.

5. Answer in brief : **14**
- (1) Internal factors influencing business environment are in the control of the firm and market both. (true/false)
  - (2) The micro environment comprises of the following factors :
    - (a) Suppliers
    - (b) Customers
    - (c) Competitors
    - (d) All of the above
  - (3) Define competitors in micro external environment.
  - (4) Define Secondary market in Capital market.
  - (5) Primary deficit is fiscal deficit minus interest payments. (true/false)
  - (6) Which of the following item is included in non-plan capital ?
    - (a) Capital expenditure on defence
    - (b) Expenditure on debt relief
    - (c) Expenditure on public, pensions etc.
  - (7) Which of the following sectors is subject to greater market discipline ?
    - (a) Private Sector
    - (b) Public Sector
    - (c) Co-operative Sector
  - (8) Distinguish between FDI and FPI. **2**
  - (9) Distinguish between GATT and WTO. **2**
  - (10) Distinguish between Privatization and Disinvestment. **2**
  - (11) Define Dual Price in brief. **1**
-