

Your Roll No.....

B.B.A. Semester III EXAMINATION, 2018
Paper-BBA -C-10
BUSINESS ENVIRONMENT

Time: Three hours

Maximum Marks: 75

(Write your roll no at the top immediately on receipt of this question paper.)

Attempt any 6 questions from Section A

6*5

Attempt any 3 questions from Section B.

3*15

SECTION A

1. Define key elements of Business Environment.
2. What do you understand by micro environment?
3. Give 2 examples of industries which are dependent on nature. Justify
4. Discuss the opportunities for an online fashion business in India
5. Differentiate between Monetary and Fiscal Policy
6. How does the Technological environment impact the individual businesses in India?
7. Internal business environment is dependent on which factors?
8. What are Generic industries? Give Examples
9. How does the government policies impact the business decision making?

SECTION B

- 1) Discuss in detail the components of business environment and how does each work in sync with each other?
 - 2) What do you understand by competitive environment? Support your answer by citing two examples from India and Abroad.
 - 3) Discuss Porter's Five forces Model with example.
 - 4) What is the role of economic environment in business decision making? Give examples to support your answer.
 - 5) What are the core elements of Macro Environment and how do they affect the competency of an organization?
 - 6) Short Notes
 - A. Private Sector & Public Sector
 - B. Micro Environment
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