

Your Roll No.....

B.B.A. Semester III EXAMINATION, 2017
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.)

SECTION A

Attempt any Six.

Write short Notes on:

MM 30 (5*6)

1. Physical environment
2. Vision and Mission statements
3. PEST
4. Components of external environment
5. Natural Environment
6. FDI
7. Social Environment
8. Suppliers
9. Forward Integration

SECTION B

Attempt only 3 of the following :-

MM 45(15*3)

1. Discuss the components of Business Environment in detail with suitable examples.
 2. Discuss the concepts of Business environment with respect to Retail sector in India.
 3. Define monetary policy and how is it different from Fiscal policy? What is the importance of these two policies in Business Environment?
 4. What do you mean by competitive environment also discuss its components.
 5. What is SWOT analysis? Discuss the SWOT of on line Business of your choice.
 6. Discuss in which ways a legal Environment can affect the businesses? Give examples from India and Abroad.
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