



KA-3573

**Third Year B. B. A. (Sem. V) Examination**  
**October / November – 2012**  
**Business Environment**

Time : Hours]

[Total Marks :

**Instructions :**

(1)

नीचे दशांशवले निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी.  
Fillup strictly the details of signs on your answer book.

Name of the Examination :  
**Third Year B. B. A. (Sem. 5)**

Name of the Subject :  
**Business Environment**

Subject Code No. : **3 5 7 3** Section No. (1, 2,.....) **NIL**

Seat No. :

Student's Signature

- 2 All questions are Compulsory
- 3 Figures to the right indicate full marks for the questions
- 1 a) What is business environment? classify its components. 05  
b) Discuss microenvironment in detail. 05
- 2 a) What is money supply? How does it affect economy? Discuss general measures of monetary control with RBI. 11  
b) Write short note on mixed economy. 04
- OR
- 2 a) What is economic environment? write a note on economic environment in India 07  
b) Write a note on Fiscal policy 07
- 3 a) Why does the manager of a given business unit face resistance to new technology? Give reasons. 05  
b) Explain the influence of technology on organisation structure. 05
- OR
- 3 What is transfer of technology? Discuss issues involved in transfer of technology. 10
- 4 Explain different price control methods. 10
- OR
- 4 Write note on competition act, 2002. 10
- 5 a) What is Social Responsibility? Give arguments against business taking social responsibility. 10  
b) What is business ethics? Explain sources of business ethics. 05
- OR

KA-3573]

1

[Contd...

- 5 a) What is Consumerism? Discuss Consumer Protection Act 1986 in detail. 10
- b) What is social responsibility? Explain Carrol's four part model of Social Responsibility. 05
- 6 What are the functions of WTO? Discuss provisions of final act of WTO in detail. 10
- OR
- 6 Write a detailed note on globalisation of world economy. 10

Time : Hours

Instructions :

(1)

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

Name of the Student : \_\_\_\_\_

Business Department : \_\_\_\_\_

Section (A) (Sem. V)

Section No. (1-5) : \_\_\_\_\_

Student's Signature : \_\_\_\_\_

- 3 All questions are compulsory.
- 3 Figures to the right indicate full marks for the questions.
- 1 a) What is business environment? Identify its components. 05
- b) Discuss micro-environment of a firm. 05
- 2 a) What is money supply? How does it affect economy? Discuss general measures of monetary control with RBI. 11
- b) Write short note on mixed economy. 04
- 2 a) What is economic environment? Write a note on economic environment in India. 07
- b) Write a note on fiscal policy. 07
- 3 a) Why does the manager of a given business unit face resistance to new technology? Give reasons. 03
- b) Explain the influence of technology on organisational structure. 05
- 3 What is transfer of technology? Discuss issues involved in transfer of technology. 10
- 4 Explain different price control methods. 10
- 4 Write note on competition act, 2002. 10
- 2 a) What is Social Responsibility? Give arguments against business taking social responsibility. 10
- b) What is business ethics? Explain sources of business ethics. 05