



DCBB204

Reg. No.

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**II Semester B.B.A. (NEP) Degree Examination, October - 2022**

**BUSINESS ADMINISTRATION**

**Business Environment**

**Time : 2½ Hours**

**Maximum Marks : 60**

**Instructions to Candidates:**

Answers should be written in English.

**SECTION - A**

Answer any **Five** of the following questions. Each question carries **Two** marks. (5×2=10)

1. a. What is natural environment?
- b. Expand - MNC's and TNC's.
- c. What is Globalization?
- d. What is meant by fiscal policy?
- e. Define Innovation.
- f. State two positive impacts of new industrial policy.

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**SECTION - B**

Answer any **Four** of the following questions. Each question carries **Five** marks. (4×5=20)

2. Explain the various objectives of Monetary policy.
3. Discuss the nature of Business environment.
4. Explain the functions of the government.
5. Explain the importance of legal environment.
6. Explain any two modes of market entry strategies for international markets.
7. State the benefits of technology in business.

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**SECTION - C**

Answer any **Two** of the following questions. Each question carries **Twelve** marks.

(2×12=24)

8. Discuss in brief the components of business environment.
9. Explain the stages of Globalization.
10. Explain the impact of Natural environment on Business decisions.

**SECTION - D**

Answer any **One** of the following question, carries **Six** marks.

(1×6=6)

11. Write the benefits of digital transformation in India.
12. List out key features of recent monetary policy published by RBI impacting businesses.

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