



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**  
BBA Honours 2nd Semester Examination, 2023

**GE2-BBA (204)**

**BUSINESS ENVIRONMENT**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any two questions**

12×2 = 24

1. Discuss the role of the legal and political environment in the growth of a business. Discuss the role of the government in creating the legal and political environment required for business and industry in the country. 6+6
2. Explain why the technology-environment is regarded as an important factor in the growth of business. Discuss the technology policy of the Government of India. 4+8
3. What are the objectives of the new industrial policy? Critically discuss the major changes brought through the launching of industrial policy in 1991. 4+8
4. Why do business organizations pursue global ventures? Discuss the strategies for foreign market entry. 4+8

**GROUP-B**

5. Answer any **four** questions: 6×4 = 24
  - (a) Narrate the features of the mixed economic system. 6
  - (b) What are the reasons for 'disinvestment' in India? 6
  - (c) Enumerate the Directive Principles of State Policy. 6
  - (d) What is a Multinational Corporation? State its features. 6
  - (e) Explain the features of Intellectual Properties. 6
  - (f) Narrate the objective that firms can meet by adopting merger and acquisition. 6

**GROUP-C**

6. Answer any **four** questions: 3×4 = 12
  - (a) What is Corporate Social Responsibility? 3
  - (b) Enumerate the disadvantages of the Trade Mark Act, 1999. 3
  - (c) Write a note on Licensing and Franchising. 3
  - (d) Define Business Ethics. 3
  - (e) What do you understand by government intervention? 3
  - (f) Distinguish between liberalization and globalization. 3

—x—