



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
BBA Minor 1st Semester Examination, 2023

UBBAMIN11001-BBA
BUSINESS ENVIRONMENT

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions

12×2 = 24

1. Define technology. What is the impact of Information technology revolution on Indian Business Environment? 12
2. Describe how economic reforms have impacted the promotion of industrialization in India in post reform period. 12
3. Discuss how various components of environment affect a business. Cite examples. 12
4. What is 'BRICS'? Discuss the objectives and functions of BRICS in relation to international business. 2+10

GROUP-B

5. Answer any *four* questions:

6×4 =24

- (a) Explain any two foreign market entry modes for business entities.
- (b) What is a Multinational Corporation? State its features.
- (c) How environmental analysis is conducted?
- (d) What are the objectives of monetary policy?
- (e) Write a short note on New Industrial Policy 1991.
- (f) Briefly explain how globalization impacted Indian business landscape.

GROUP-C

6. Answer any *four* questions:

3×4 = 12

- (a) Write two merits of Privatization.
- (b) What is mixed economy?
- (c) Distinguish between fiscal policy and monetary policy.
- (d) Give examples of natural environment.
- (e) What is FDI? How it helps economy?
- (f) How competition in any industry can be measured?

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