



KA-3544

Third Year B. B. A. (Sem. V) Examination

October / November – 2012

Business Environment

(Old Course)

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशवले निशानीवाणी विगतो उत्तरवही पर अवश्य लपनी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="T. Y. B. B. A. (SEM. 5)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="BUSINESS ENVIRONMENT (OLD)"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="4"/> <input type="text" value="4"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....): <input type="text" value="Nil"/>	

(2) All questions are compulsory.

(3) Figures to the right indicate full marks for the questions.

- 1 What is Business Environment? Discuss different internal environment in detail. 10
OR
- 1 Discuss roel of different macro environmental factors in business environment. 10
- 2 a) What is capitalism? Discuss capitalism in detail. 11
b) Explain selective credit control in detail. 04
OR
- 2 a) What is privatisation? Discuss privatisation in detail. 11
b) Explain different economic roles of government. 04
- 3 Write characteristics of technology and discuss issues in managing technology. 10
OR
- 3 What is transfer of technology? Discuss issues involved in transfer of technology. 10
- 4 Write Trade and Merchandise Marks Act. 10
OR
- 4 Write Foreign Exchange Management Act. 10

- 5 a) What is Social Responsibility? Give arguments in favour of business taking social responsibility. 10
- b) Discuss Ackerman's model of Social Responsibility. 05
- OR
- 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 Discuss objectives, functions and provisions of WTO in detail. 10
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