



KA-3573

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

Time : Hours]

[Total Marks :

Instructions :

(1)

नीचे दशावलि 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

- 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
-