

Printed pages: 01

Sub Code: RMB 201

Paper Id:

270231

Roll No:

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MBA

(SEM-II) THEORY EXAMINATION 2017-18
BUSINESS ENVIRONMENT

Time: 3 Hours

Total Marks: 70

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief. 2 x 7=14

- a. What is Business?
- b. Define Business Environment?
- c. Explain Social Responsibility?
- d. Define Globalization?
- e. Discuss The Salient Features of FEMA?
- f. Differentiate Between Micro and Macro Environment?
- g. What are the objectives of Special Economic Zone?

SECTION B

2. Attempt any three of the following: 7 x 3=21

- a. What are the various factors that influence business environment?
- b. Discuss how the political system of the country can influence the economic system of a country.
- c. What is world trade organization? Explain its objectives and functions.
- d. What are the essential conditions for successful globalization?
- e. Write a note on social responsibility of business enterprises?

SECTION C

3. Attempt any one part of the following: 7 x 1 = 7

- a. What do you understand by the concept of business environment?
- b. 'Money policy plays a key role in controlling inflation'. Describe the basic objectives of monetary policy in INDIA.

4. Attempt any one part of the following: 7 x 1 = 7

- a. Explain the nature, importance and benefits of business ethics.
- b. Explain the competitive strategy.

5. Attempt any one part of the following: 7 x 1 = 7

- a. What are the effects of technological developments on globalization process.
- b. What are the reasons of globalization?

6. Attempt any one part of the following: 7 x 1 = 7

- a. What are the international forces in business environment?
- b. What are the modes to foreign market entry?

7. Attempt any one part of the following: 7 x 1 = 7

- a. Give the advantages and limitations of MNCs.
- b. Describe Michael porter's five forces of competitive position analysis.