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DAVU DEGREE COLLEGE  
Triveni Road, Yeshwanthpur, Bangalore-22.

DCBB204

Reg. No.

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**II Semester B.B.A Degree Examination, September - 2023**

**BUSINESS ADMINISTRATION**

**Business Environment**

**(NEP Scheme)**

**Time : 2½ Hours**

**Maximum Marks :60**

**Instructions to Candidates:**

Answer should be written in English only.

**SECTION - A**

**Answer any FIVE of the following questions. Each question carries 2 marks.**

**(5×2=10)**

1. a) Define the term Business Environment.
- b) What do you mean by Transnational corporations?
- c) Mention any 2 reasons for state intervention in Business.
- d) Define the term Globalization.
- e) List out any 2 Economic factors affecting business.
- f) What is Natural Environment?
- g) What is Fiscal Policy?

**SECTION - B**

**Answer any FOUR of the following questions. Each question carries 5 marks.**

**(4×5=20)**

2. Briefly explain the types of Business Environment.
3. Explain any 5 features of the Natural Environment.
4. Explain the impact of Industrial Policy on Business.
5. Explain any 5 benefits of Globalisation.
6. Briefly explain the modes of acquiring technology in Business.

**[P.T.O.]**



**SECTION - C**

**Answer any TWO of the following questions. Each question carries 12 marks.**

**(2×12=24)**

7. Explain various strategies for entering into foreign markets.
8. Explain various internal environmental factors that influences Business.
9. Explain the impact of Exim Policy and Industrial Policy on Business.

**SECTION - D**

**Answer any ONE of the following question, Each question carries 6 marks.**

**(1×6=6)**

10. List out the benefits of technology on Businesses.
  11. Draft Five force model of industry analysis for any Imaginary Business.
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