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I SEMESTER BBA EXAMINATION–MARCH / APRIL 2022

SCHEME: SEMESTER- CBCS

018

BBA

BUSINESS ENVIRONMENT

Time:03 Hours

Max Marks:80

PART – A

Answer any two questions: 15 Marks each.

2x15=30

1. Define Business Environment? Explain the Micro & Macro Environmental factors affecting business.
2. Describe the different forms of Business Organizations.
3. What is WTO? Discuss the functions of WTO in detail.
4. Explain the emerging trends in business.

PART – B

Answer any three questions: 10 Marks each.

3x10=30

5. Discuss the concepts of vision, mission and strategy statements of Business organization.
6. Briefly explain the legal and political environment of an Enterprise.
7. Enumerate the features of sole proprietorship. Explain advantages and disadvantages of sole proprietorship.
8. Discuss the effects of International Economic Environment on modern business.
9. What is crisis management? Explain its importance in organization.

PART – C

Answer any four questions: 5 Marks each.

4x5=20

Write short notes on:

10. Digital Economic Environment
11. MNC & TNC
12. IMF
13. M-Commerce
14. Network Marketing
15. Demographic Environment.

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