



NP – 159

II Semester B.B.A. Examination, September/October 2022

(NEP – 2021 – 22 and Onwards)

BUSINESS ADMINISTRATION

Paper – 2.3 : Business Environment

Time : 2½ Hours

Max. Marks : 60

Instruction : Answer should be written **completely in English.**

SECTION – A

Answer **any 6** of the following :

1. a) Give the meaning of environmental analysis.
- b) What is SWOC analysis ?
- c) State any two role of State Government in business.
- d) State any two objectives of Consumer Protection Act, 2019.
- e) What do you mean by Exim policy ?
- f) Mention any two significance of technological environment.
- g) State any two essential conditions of globalization of business.
- h) What is a trans national company ?



(6×2=12)

SECTION – B

Answer **any three** of the following :

2. Discuss the meaning and nature of business environment.
3. State the causes for state intervention in business.
4. Elucidate the impact of new industrial policy on business in India.
5. Write a brief note on digital transformation in Indian business.
6. Describe the stages of globalization.

(3×4=12)

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

(3×12=36)

7. Enumerate and explain different levels of competition.
 8. State the meaning of Intellectual Property Right and explain the types of Intellectual Properties.
 9. Give the meaning of political environment and discuss the impact of political environment on business in India.
 10. State the meaning of technology transfer and explain the principles of technology transfer.
 11. Write a note on foreign market entry strategies.
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