Printed pages: 01 | Sub Code: RMB 201

Paper Id: 270231 | Roll No: | | | | | | | | | |

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.

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