

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

- What is Business?
- Define Business Environment?
- Explain Social Responsibility?
- Define Globalization?
- Discuss The Salient Features of FEMA?
- Differentiate Between Micro and Macro Environment?
- What are the objectives of Special Economic Zone?

SECTION B

2. Attempt any *three* of the following:

7 x 3=21

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

SECTION C

3. Attempt any *one* part of the following:

7 x 1 = 7

- What do you understand by the concept of business environment?
- '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

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

5. Attempt any *one* part of the following:

7 x 1 = 7

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

6. Attempt any *one* part of the following:

7 x 1 = 7

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

7. Attempt any *one* part of the following:

7 x 1 = 7

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