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Roll No. -----

BBA-402

Indian Business Environment/

भारतीय व्यवसायिक पर्यावरण

Bachelor of Business Administration

(BBA-10/12/16/17)

4th Semester, Examination June 2022

Time: 2 Hours

Max. Marks: 80

Note : This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section – A

(Long Answer – type questions)

Note: Section 'A' contains Five (05) long-answer-type questions of Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. "Firms which systematically analyze and diagnose the environment are more effective than those which don't." Elaborate.
- Q.2. Describe the purposes of IMF. How does it help member nations? Give examples.
- Q.3. What factors contributed in the growth of the consumer movement in India?
- Q.4. Write a detailed note on the World Bank Group.
- Q.5. Discuss the main features of the latest EXIM policy.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

- Q.1. Describe the entry strategies available to enter global markets.

P.T.O.

- Q.2. Distinguish between import substitution strategy vis-a-vis export promotion strategy.
- Q.3. Write a note on social and Ethical accountability.
- Q.4. Examine public sector reforms in India.
- Q.5. Describe the economic environment as it prevails today in our country.
- Q.6. Bring out the points for and against continued state intervention in business.
- Q.7. Define industrial sickness. What are causes of sickness?
- Q.8. Write a note on Internal factors that influences a business.
