

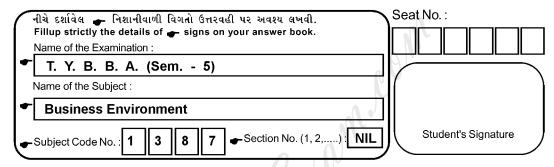
SB-1387

Third Year B. B. A. (Sem. - V) Examination March/April - 2011 Business Environment

Time: 3 Hours [Total Marks: 100

Instructions:

(1)



- (2) All questions are compulsory.
- (3) Figures to the right indicate marks allotted to each question.
- 1 Explain difference between Micro and Macro environmental 10 factors. Discuss role of different micro environmental factors, in business environment of a firm.
- 2 (a) What is money supply? Discuss measures of monetary control with RBI.
 - (b) Explain economic roles of Government. 4

OR

- 2 (a) What is privatization? Write a detailed note on privatization.
 - (b) Write short note on Mixed economy. 4
- 3 Write a detailed note on transfer of technology. 10

OR

3 Define technology. Discuss its features and explain how technology affects a business organization.

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4 What is Trade Mark? Write registration procedure for Trade 10 Marks in India. Discuss how it can help business. What is essential commodity? Discuss provisions of essential 4 10 commodities Act in India. 5 What is consumerism? Discuss Consumer Protection Act 10 (a) 1986 in detail. Discuss Ackirman's Social responsibility model. (b) 6 OR (a) What is social responsibility of business? Give your 5 10 arguments in favour of business taking social responsibility. What is business ethics? Discuss sources of business (b) 5 ethics. 6 What are functions of WTO? Write major provisions in Final 10 Act of WTO. Discuss implications of international environment on business. 10

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