



SB-1387

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

Time : 3 Hours]

[Total Marks : 100

Instructions :

(1)

नीचे दृशविवेक निशानीवाणी विगतो उत्तरवडी पर अवश्य लखवी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
T. Y. B. B. A. (Sem. - 5)

Name of the Subject :
Business Environment

Subject Code No. : **1 3 8 7** Section No. (1, 2,.....): **NIL**

Seat No. :

Student's Signature

- (2) All questions are compulsory.
(3) Figures to the right indicate marks allotted to each question.

1 Explain difference between Micro and Macro environmental factors. Discuss role of different micro environmental factors, in business environment of a firm. **10**

- 2 (a) What is money supply ? Discuss measures of monetary control with RBI. **11**
(b) Explain economic roles of Government. **4**

OR

- 2 (a) What is privatization ? Write a detailed note on privatization. **11**
(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. **10**

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[Contd...

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