

2016**BBA****[HONOURS]****(Business Environment)****Paper : BBA-1.6****Full Marks : 80****Time : 4 Hours**

The figures in the right-hand margin indicate marks.

Candidates are required to give their answers in their own words as far as practicable.

Answer Q.No.1 and any five from the rest.

1. Answer any ten questions of the following :

2×10=20

- a) Define task environment.
- b) What do you mean by Ethics of business?
- c) Mention any three of the fundamental rights according to Constitution of India.
- d) What are intellectual properties?
- e) In which year new industrial policy was introduced?
- f) Explain the concept of Globalization.

- g) What do you mean by strategic alliance?
- h) State any two of the differences between WTO and GATT.
- i) Mention any two facilities available in India for promotion of technology.
- j) What is internal environment?
- k) Define Directive Principles of State Policy.
- l) Define merger.
- m) What is exporting?
- n) What is GATT?
- o) Define technological environment of business.

2. Describe political, legal, economic and technological elements as basic elements of business environment. 3×4=12

3. What are the benefits and limitations of Environmental analysis? 6+6=12

4. a) Mention two basic objectives of New Industrial Policy.

b) Has economic reforms initiated in India reached to its desired level? 4+8=12

5. a) How are the rights of consumers protected in India?
b) What are the strategies for entering foreign market? 6+6=12
6. a) Discuss about the role of Multi-National companies in Indian Market.
b) What do you know about Counter trade? 8+4=12
7. a) Give a brief account on technology policy of India.
b) Describe institutional facilities for promotion of technology in India. 6+6=12
8. Distinguish between "Copyright" and "Patent" by explaining their nature, need and applications. 12
9. a) Discuss the concept and nature of globalisation.
b) Why do companies go global? 6+6=12
10. a) Discuss the need of technological policy of India and its status in recent years.
b) Discuss the impact of technology in business and society. 6+6=12