

MASTER OF BUSINESS ADMINISTRATION
First Semester
BUSINESS ENVIRONMENT
(MBA-08)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20

Part-B (Descriptive)=50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Answer the following questions: (any five)

2×5=10

- a) What is Business Environment?
- b) Define first mover advantage.
- c) What is natural environment?
- d) What is Foreign Trade?
- e) What is Non- Resident Investment?
- f) What is Cooperative Movement?
- g) What is White Revolution?

2. Answer the following questions: (any five)

3×5=15

- a) Explain the importance of Public Sector in rural India?
- b) Explain the Indian Licensing Policy.
- c) Explain the components of Internal Business Environment.
- d) How do Fisheries help in the process of Economic Development?
- e) What is Green Revolution? Explain the problems to it.
- f) How Agriculture provide a change in the Economic structure?
- g) What are the Problems faced by Small Scale industries?

3. Answer the following questions:

5×5=25

- a) What are the problem and Policies relating to Population in India?
- b) What are the difference between Internal and External Business Environment?
- c) Explain the Industrial Policy of India.
- d) Narrate the Importance of Non Resident Investment to Indian Business Environment.
- e) Highlight the structure of Indian Foreign Trade.

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(The figures in the margin indicate full marks for the questions)

Duration: 20 minutes

Marks-20

PART A- Objective Type

I. Choose the correct options from the following: 1×20=20

1. The first basic characteristic of a business is that it deals in _____.
a. Goods and services.
b. Efficient market
c. Capture the market
d. Trade with environment
2. The activities of extraction, production, conversion, processing of products are described as _____.
a. Industry
b. Company
c. Trading Agency
d. All the Above
3. _____ are those industries concerned with extraction of wealth from surface of the earth, soil, forest, water, air etc., for instance agriculture, mining etc.
a. Extractive industries
b. Genetic industries
c. Manufacturing industries
d. Construction industries
4. _____ Environment is flexible and dynamic nature in company.
a. Dynamic
b. Changing
c. Flexible
d. All the above
5. An _____ is a favourable condition in the business organisation's environment which enables it consolidate to resource and strengthen its position.
a. Opportunity
b. Strength
c. Weakness
d. All above

