

12607

M.B.A. 2 Year 1st Semester (CBCS)

2019-20 New Scheme

Examination, November-2023

BUSINESS ENVIRONMENT

Paper-19IMG21C7

Time allowed : 3 hours]

[Maximum marks : 80

***Note:** This paper consists of two Sections. All the questions of Section A are compulsory and carrying 2 marks each. Section B consists eight questions. The students shall be required to attempt four questions from section B selecting at least one question from each unit. All questions carry 16 marks.*

Section-A

1. Write short notes (normally 50 words) on the following:
 - (a) Emerging Sector of Indian economy.
 - (b) What are the micro factors of business environment?
 - (c) Liberalization
 - (d) Monetary Policy
 - (e) Industrial Policy
 - (f) Balance of Trade
 - (g) Restrictive trade practices
 - (h) Bank Rate

Section-B

Unit-I

2. What constitute business environment? Discuss the techniques for environment scanning.
3. Discuss the concept and types of economies along with advantages and disadvantages of each type.

Unit-II

4. Summarize the political, legal, socio-cultural and technological environment along with suitable examples.
5. Short Notes:
 - (i) MRTP Act
 - (ii) Competition Commission of India

Unit-III

6. Highlight the current industrialization trends and impact of industrial policy on the development of MSME sector.
7. What do you mean by intellectual property rights and role of intellectual property regime in the R & D growth of industrial sector?

Unit-IV

8. How do you rate India's competitiveness in world economy and what are the causes of negative balance of trade in India?
9. What do you understand by exchange rate movements? Discuss the factors affecting exchange rate and their impact of business.