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**END SEMESTER EXAMINATION, MAY - 2026****B. B. A. Semester – II****Paper Code: 551208****Subject Name: Business Environment Analysis****Subject Code: BBA201****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.****Q.1. Objectives Type (Very short/ Short Answer, MCQ, One-liners, Fill in the Blank, True/ False)**  
**Attempt all. (10x2=20)**

|    |                                                                              |     |
|----|------------------------------------------------------------------------------|-----|
| a. | Define Business Environment.                                                 | CO1 |
| b. | Business environment consists of _____ and _____ factors.                    | CO1 |
| c. | State any two features of Liberalization.                                    | CO1 |
| d. | Which policy deals with government income and expenditure? And who makes it? | CO1 |
| e. | Expand LPG in business environment.                                          | CO1 |
| f. | True / False: Internal environment includes employees and management.        | CO2 |
| g. | Define Business Environment.                                                 | CO2 |
| h. | What is the role of Export import Policy.                                    | CO2 |
| i. | What is Foreign Direct Investment (FDI).                                     | CO2 |
| j. | Identify any two components of economic environment.                         | CO2 |

**Q.2. Short notes / Short Answer Type (Attempt any five out of Seven) (5x4=20)**

|    |                                                                                                                                 |     |
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| a. | Explain the significance of business environment .Why it is important to understand business environment ?                      | CO3 |
| b. | Differentiate between internal and external environment factors with a suitable example .                                       | CO3 |
| c. | What are main features of business environment ?Also tell the nature of business environment                                    | CO3 |
| d. | What do you understand by monetary policy ?Who prepares it ?What are the instruments of monetary policy ?                       | CO3 |
| e. | Tell the role of technological factors for businesses of modern era . Give few examples how technology is helpful in business ? | CO4 |
| f. | Give your view on how AI is affecting the business practices ?Tell various advantages and disadvantages of Ai implications .    | CO4 |
| g. | What is SWOT analysis ?Perform a SWOT analysis of Patanjali aayurveda .                                                         | CO4 |

**Q.3. Structured Question (Attempt any three out of four) (3x10=30)**

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| a. | (i),How FERA is different from FEMA ?Tell various objectives and advantages of FEMA for Indian economy .<br>(ii), What is business environment analysis ? Explain with suitable examples the macro components of business environment.<br>(iii)Write an overview of Indian economic planning. What is the major difference between NITI aayog and planning commission      | CO4 |
| b. | (i), Explain the objectives of Competition Act.<br>(ii), What is the importance of Patent Laws? Tell what is patent also the importance of it ?<br>(iii) Distinguish between FEMA and FERA in detail .Also tell various provisions of FEMA .?                                                                                                                              | CO4 |
| c. | (i),What is WTO ? What is the difference between GATT and WTO .Tell objectives and organization structure of WTO .<br>(ii)IMF is an organization of monetary cooperation .What does it mean ?What are various objectives and functions of IMF?<br>(iii)Tell the role and functions of Asian Development Bank .                                                             | CO5 |
| d. | (i), What is world bank group ?What are various branches of it ?Also tell various functions of world bank .<br>(ii),Prepare a business plan of your choice keeping all factors of business environment in to consideration .<br>(iii) Try to find the relationship between society and business operations tell what is the impact of business on various social aspects . | CO5 |

**Q.4. Long Answer / Essay type (Attempt any two out of three) (2x15=30)**

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| a. | <p>(i) Bright Tech Electronics faced declining sales despite strong market demand. The company found that outdated machinery, poor employee motivation, weak management decisions, and limited financial resources were affecting production and customer service. To improve performance, management upgraded machines, trained staff, and improved planning. Sales gradually increased.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. Explain the internal factors of business environment with reference to the case.</li> <li>2. Which internal problems affected BrightTech Electronics?</li> </ol> <p>(ii) After globalization, an Indian electronics company started facing competition from international brands. Sales declined due to better quality products offered by foreign firms.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. Which concept of business environment is reflected here?</li> <li>2. Suggest one strategy for the Indian company.</li> </ol> | CO6 |
| b. | <p>(i) Consumers are increasingly demanding eco-friendly packaging. A cosmetics company using plastic packaging faced criticism.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. Which environmental factor is influencing consumer demand?</li> <li>2. What corrective action should the company take?</li> </ol> <p>(ii)What is patent ? What can be patented ?How it can be differentiated from copy right tell what all can be copyrighted also tell the validity of copy right with suitable examples ?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | CO6 |
| c. | <p>Pioneer <b>Industries Ltd.</b> was established in India before the 1991 economic reforms. The company faced problems such as licensing restrictions, high taxes, and limited access to foreign technology. After Liberalization, Privatization and Globalization, the company expanded its production, adopted modern machinery, and entered foreign markets. Government policies such as Fiscal Policy and EXIM Policy helped in reducing costs and promoting exports. However, it also faced competition from multinational companies. Now, the company is planning further expansion through international trade opportunities.</p> <ol style="list-style-type: none"> <li>1 Discuss the challenges faced by Indian companies due to globalization.</li> <li>2 Explain the role of WTO and regional trading blocs in promoting international trade.</li> </ol>                                                                                                                                                           | CO6 |

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