



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
BBA Honours 2nd Semester Examination, 2022

GE2-BBA (204)

BUSINESS ENVIRONMENT

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions

12×2 = 24

1. What do you understand by business environment? Briefly explain the influence of various components of business environment on business decision-making.
2. Define the terms “intellectual property” and “intellectual property rights” and explain its significance. With appropriate examples, describe the features of various types of intellectual property and their rights.
3. Examine the main components of a mixed economy in the context of the Indian economy. Discuss the role of a government should play for the sake of creating proper business environment.
4. Compare and contrast the advantages and disadvantages of various international market-entry strategies. Critically comment on them from a current business standpoint.

GROUP-B

5. Answer any *four* questions:

6×4 = 24

- (a) Discuss the policy announcements made in New Industrial Policy 1991.
- (b) Narrate how the analysis of cultural factors can give a business firm competitive advantage.
- (c) “Recently the Government of India has initiated a number of disinvestment measures” — Do you think that these are appropriate?
- (d) Are there problems associated with the entry of MNCs? Discuss in the light of Indian experience.
- (e) Enumerate the institutions and their functions that promote science and technology in the country.
- (f) Define the term “joint venture”. What are the benefits and characteristics of a joint venture?

GROUP-C

6. Answer any *four* questions: 3×4 = 12
- (a) How does legal environment help business and industry of the country?
 - (b) What is disinvestment? Give your arguments in favour of or against disinvestment.
 - (c) Establish a relationship between Internal and External environment.
 - (d) Differentiate between FDI and FII.
 - (e) State the importance of BOP in international business.
 - (f) State three reasons advocating the goals of corporate social responsibility.

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