



KA-3544

Third Year B. B. A. (Sem. V) Examination

October / November - 2012

Business Environment.

(Old Course)

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

<p>नीचे दशांशवैध निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : T. Y. B. B. A. (SEM. 5)</p> <p>Name of the Subject : BUSINESS ENVIRONMENT (OLD)</p> <p>Subject Code No. : 3 5 4 4 Section No. (1, 2,.....): Nil</p>	<p>Seat No. :</p> <table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 20px;"></td> <td style="width: 20px;"></td> <td style="width: 20px;"></td> <td style="width: 20px;"></td> <td style="width: 20px;"></td> <td style="width: 20px;"></td> </tr> </table> <div style="border: 1px solid black; border-radius: 15px; width: 100%; height: 60px; margin-top: 10px; display: flex; align-items: center; justify-content: center;"> <p>Student's Signature</p> </div>						

- (2) All questions are compulsory.
(3) Figures to the right indicate full marks for the questions.

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|----|--|----|
| 1 | What is Business Environment? Discuss different internal environment in detail. | 10 |
| OR | | |
| 1 | Discuss roel of different macro environmental factors in business environment. | 10 |
| 2 | a) What is capitalism? Discuss capitalism in detail. | 11 |
| | b) Explain selective credit control in detail. | 04 |
| OR | | |
| 2 | a) What is privatisation? Discuss privatisation in detail. | 11 |
| | b) Explain different economic roles of government. | 04 |
| 3 | Write characteristics of technology and discuss issues in managing technology. | 10 |
| OR | | |
| 3 | What is transfer of technology? Discuss issues involved in transfer of technology. | 10 |
| 4 | Write Trade and Merchandise Marks Act. | 10 |
| OR | | |
| 4 | Write Foreign Exchange Management Act. | 10 |

- 5 a) What is Social Responsibility? Give arguments in favour of business taking social responsibility. 10
 b) Discuss Ackerman's model of Social Responsibility. 05
 OR
 5 a) What is Consumerism? Discuss Consumer Protection Act 1986 in detail. 10
 b) What is social responsibility? Explain Carrol's four part model of Social Responsibility. 05
 6 Discuss objectives, functions and provisions of WTO in detail. 10