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BINA CHOWDHURY CENTRAL LIBRARY  
(GIMT & GIPS)  
Azara, Hatkhwapara  
Guwahati - 781017

BBA 181103

Roll No. of candidate

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21/31

2022

BINA CHOWDHURY CENTRAL LIBRARY  
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Azara, Hatkhwapara,  
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B.B.A. 1<sup>st</sup> Semester End-Term Examination

BUSINESS ENVIRONMENT

Full Marks - 70

Time - Three hours

The figures in the margin indicate full marks  
for the questions.

Answer question No. 1 and any *four* from the rest.

(10 × 1 = 10)

1. (a) Fill in the gaps with appropriate word/words :

- (i) The full abbreviation of COMESA is \_\_\_\_\_
- (ii) SAPTA is established in the year \_\_\_\_\_
- (iii) The fiscal policy of our country is showcased annually in \_\_\_\_\_
- (iv) Globalization was introduced as a new economic policy in India in the year \_\_\_\_\_
- (v) \_\_\_\_\_ regulates commercial banks.

(b) Choose the correct option :

- (i) Economic Environment of Business consists of
  - (a) culture
  - (b) per capita income
  - (c) geographical location
  - (d) air pollution
- (ii) The credit control policy of RBI includes
  - (a) CRR
  - (b) bank rate
  - (c) both (a) and (b)
  - (d) none of the above

[Turn over

(iii) Fiscal policy deals with

- (a) CRR (b) Bank Rate  
(c) SLR (d) None

(iv) The highest form of economic integration is

- (a) PTA (b) Free Trade Area  
(c) Custom Union (d) Political Union

(v) FDI and Multinational Corporations are result of

- (a) globalisation (b) privatisation  
(c) liberalisation (d) none of the above

2. (a) Discuss the main features of macro-environment of business. What are the internal factors that affect business? (8 + 7)

(b) Discuss about the meaning, tools and objective of fiscal policy.

3. Write short note :

(8 + 7)

(a) (i) Trade creation and diversion Effect

Or

(ii) NAFTA

(b) (i) ASEAN

Or

(ii) European Union

4. (a) Discuss the concepts of Globalization. Also discuss about the dimensions of Globalization. (8 + 7)

(b) What are the advantages and disadvantages of globalization? Explain.

5. (a) Examine the important arguments for and against protection. (8 + 7)

(b) What are the methods of protection? Discuss in brief.

6. (a) What is meant by social responsibility of business? What are the conditions that encourage corporate to do socially responsible business? (8 + 7)
- (b) What are the different types of social responsibility of business a firm has to undertake? Explain.
7. (a) What is a MNC? What are the advantages and disadvantages of MNC for a developing country like India? (8 + 7)
- (b) Discuss the concept of corporate governance.
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