

Total No. of printed pages = 3

BBA 181103

Roll No. of candidate

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16/3/2021

B.B.A. 1st Semester End-Term Examination

BUSINESS ENVIRONMENT

Full Marks – 70

Time – Three hours

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

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

1. Answer the following: (10 × 1 = 10)

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

- (i) _____ literally means the surroundings, external objects, influences or circumstances under which someone or something exist.
- (ii) SAARC stands for _____
- (iii) The Monetary policy of our country is announced by _____
- (iv) In the year _____ globalization was introduced as a new economic policy in India.
- (v) RBI regulates _____ banks

(b) Choose the correct option

- (i) Economic Environment of Business consists of
 - (a) inflation
 - (b) per capita income
 - (c) geographical location
 - (d) both (a) and (b)

[Turn over

(ii) The credit control policy of RBI includes

- (a) open market operation
- (b) bank rate
- (c) both (a) and (b)
- (d) none of the above

(iii) Monetary policy deals with

- (a) CRR
- (b) Bank Rate
- (c) SLR
- (d) all the above

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(iv) Multinational companies came to India because of

- (a) globalization
- (b) political reason
- (c) both
- (d) none of the above

(v) FDI stands for

- (a) Foreign Direct Investment
- (b) Forex Direct Investment
- (c) both
- (d) none of the above

2. (a) Discuss the concept and objective of monetary policy. What are the instruments of monetary policy? Discuss in brief. (8+7)

(b) Discuss the concept and objective of fiscal policy. What are the instruments of fiscal policy? Discuss in brief.

3. Write short note: (7+8)

- (a) ASEAN
- (b) European Union

4. (a) Discuss the concepts of Globalization. Also discuss about the factors influencing the process of Globalization. (5+5)
- (b) What are the types of Globalization? (5)
5. (a) Examine the important arguments for and against protection. (5+5)
- (b) What are the advantages of free trade? (5)
6. (a) Discuss the concept of MNC. What are the types of MNC? (5+5)
- (b) What are the types of economic integration? Explain with examples. (5)

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