

Reg.No.:



VIVEKANANDHA COLLEGE OF ENGINEERING FOR WOMEN  
[AUTONOMOUS INSTITUTION AFFILIATED TO ANNA UNIVERSITY, CHENNAI]  
Elayampalayam – 637 205, Tiruchengode, Namakkal Dt., Tamil Nadu.



**Question Paper Code: 11005**

**MBA DEGREE END-SEMESTER EXAMINATIONS – DECEMBER 2019**

**First Semester**

**P19BA102 – BUSINESS ENVIRONMENT**

**(Regulation 2019)**

**Time : Three Hours**

**Maximum : 100 Marks**

**Answer ALL the questions**

**PART – A**

**(10 x 2 = 20 Marks)**

1. What are the macroscopic factors affecting business?
2. What are the significant techniques of environmental scanning?
3. What is liberalization?
4. “Factors affecting economic environment”. Justify.
5. Mention the objectives of FEMA Act.
6. Write a short note on “Licensing Policy”.
7. List out the constructs of Socio- cultural environment.
8. Reasons of Uneven income distribution.
9. Impact of Demonetization.
10. Technological Revolution in India.

**PART – B**

**(5 x 13 = 65 Marks)**

11. a) Discuss the elements of External & Internal Environment.  
(OR)  
b) Elaborate the techniques of environmental scanning and monitoring the dimensions of business environment.
12. a) Explain the concept of development banks and their relevance to Indian business.  
(OR)

- b) Define industrial policy. Describe the framework of industrial policy with respect to industrial development in India.
13. a) What are the critical elements of political environment? Justify with examples.  
(OR)  
b) Explain the objectives of Competition Act.
14. a) Describe the corporate social responsibility in today's business.  
(OR)  
b) Explain the structure of Consumer Protection Act.
15. a) What are the different types of business collaborations with their characteristics?  
(OR)  
b) What are the impact of rupee devaluation on the business and society? Justify with examples.

#### PART – C

(1 x 15 = 15 Marks)

16. a) Explain the different policies of government of India with respect to:
- |                      |     |
|----------------------|-----|
| i. Industrial policy | (3) |
| ii. fiscal policy    | (3) |
| iii. monetary policy | (3) |
| iv. EXIM Policy      | (6) |
- (OR)
- b) What is the structure, trade policies of World Bank- IMF and their importance to India?
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