

**BACHELOR OF BUSINESS ADMINISTRATION
FIRST SEMESTER
BUSINESS ENVIRONMENT
BBA – 102**

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. Aadhaar is a-
 - a. 12 digit number card
 - b. Identity proof issued by UIDAI
 - c. Both (a) & (b)
 - d. None of above
2. Credit control means:
 - a. Contraction of money supply only
 - b. Expansion of money supply only
 - c. Both contraction and Expansion of money supply
 - d. No change in money supply
3. Which of the following is the regulator of the Indian capital market?
 - a. Securities and Exchange Board of India (SEBI)
 - b. Insurance Regulatory and Development Authority of India (IRDAI)
 - c. Pension Fund Regulatory and Development Authority (PFRDA)
 - d. Reserve Bank of India (RBI)
4. SEBI as a non-statutory body was established in which year?
 - a. 1990
 - b. 1989
 - c. 1992
 - d. 1988
5. Initial Public Offering (IPO) refers to:
 - a. The first sale of shares by a private company to the public
 - b. The sale of government bonds in the open market
 - c. An auction of commodities in the stock exchange
 - d. A method for banks to borrow money from the central bank
6. Which of the following institutions are called as Bretton Woods Twins?
 - a. World Bank & Asian Development Bank
 - b. International Monetary Fund & World Trade Organization
 - c. World Bank & International Monetary Fund
 - d. None of these
7. Which of the following is CORRECT about the World Trade Organization?
 - I. It was established in 1995
 - II. WTO headquarter is located in Geneva, Switzerland
 - III. It is an intergovernmental organization
 - a. Only I
 - b. Only II
 - c. Only III
 - d. All

8. A company's distribution channel is likely to be influenced by which of the following micro environmental factors?
- Customer preferences
 - Supplier capabilities
 - Competitor strategies
 - Regulatory requirements
9. A recession is an example of which type of macro environmental factor?
- Legal
 - Economic
 - Social
 - None of the Above
10. What is the primary objective of a cooperative bank?
- To provide financial services to its members on a non-profit basis
 - To maximize profits for its shareholders
 - To provide financial services to the general public
 - To regulate the activities of other banks
11. Which of the following is true about Business Environment?
- It is dynamic
 - It is the area or condition in which the business operates
 - Different factors in the business environment can impact on organization positively or negatively
 - All of the above
12. Which of the following is *NOT* a factor of the macroenvironment?
- Economic conditions
 - Political climate
 - Internal company culture
 - Technological advancements
13. _____ refers to negative and unfavourable external factors that are likely to create hurdles for a firm.
- Opportunities
 - Warning
 - Threats
 - None of these
14. What are the basic components of business ethics?
- Morality
 - Business practice
 - Principles and values
 - All of the above
15. Industrial policy refers to the government's policy towards?
- Industry Establishment
 - Industry Functioning
 - Industry growth and management
 - All of the above
16. The Industrial Policy of India in 1956 aimed primarily at:
- Promoting a mixed economy with a dominant public sector
 - Encouraging privatization of industries
 - Fostering foreign direct investment
 - Facilitating a completely free market economy
17. Which of the following initiatives was introduced under the FTP 2015-2020 to promote exports from the services sector?
- Services Export Incentive Scheme (SEIS)
 - Merchandise Exports from India Scheme (MEIS)
 - Target Market Export Scheme (TAMDES)
 - All of the above

18. Commercial Paper (CP) is typically issued by:
- a. Central government
 - b. State governments
 - c. Large, creditworthy corporations
 - d. Reserve Bank of India
19. Which of the following rules do not apply to banking companies?
- a. Companies Act
 - b. Banking Regulation Act
 - c. Reserve Bank of India Act
 - d. All of the above
20. Which of the following is the central bank of India?
- a. Reserve Bank of India (RBI)
 - b. State Bank of India (SBI)
 - c. Bank of Baroda (BoB)
 - d. Punjab National Bank (PNB)

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

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| 1. Define Business Environment? Discuss the internal and external factors of business environment which can impact on the business operation. | 2+8=10 |
| 2. a) State <u>any five</u> differences between micro and macro environment.
b) Write a short note on (<u>any one</u>):
i) Foreign trade policy 2015-2020
ii) Five years plan | 5+5=10 |
| 3. Discuss industrial policy of 1956 and 1991. | 5+5=10 |
| 4. Explain the functions of commercial banks | 10 |
| 5. Give a note on-
i) SAARC
ii) World Bank | 5+5=10 |
| 6. a) Write the full forms of- IFCI, IDBI, NABARD, ICICI
b) "Development banks plays an important role in the economy of India"- Explain | 4+6=10 |
| 7. State the functions of RBI. Discuss the quantitative credit control measures used by RBI. | 5+5=10 |
| 8. Define money and capital market. Discuss the different money market instruments traded in India. | 2+8=10 |

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