



BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – BBA-Hons-2023
Course Name – Business Environment
Course Code - BBA40109
(Semester IV)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Identify which of these is an economic factor affecting business.
 - a) Population growth
 - b) Interest rates
 - c) Consumer behavior
 - d) Political stability
- (ii) Express business environment.
 - a) Static and unchanging
 - b) Always favorable
 - c) Constantly changing
 - d) Not influenced by government
- (iii) Identify which of the following is NOT part of PESTEL analysis.
 - a) Economic
 - b) Technological
 - c) Competitive
 - d) Legal
- (iv) Label the S in SWOT analysis stands for:
 - a) Strategy
 - b) Strength
 - c) Situation
 - d) Stability
- (v) Indicate which of the following is NOT a part of the business environment.
 - a) Economic factors
 - b) Technological factors
 - c) Personal lifestyle
 - d) Political factors
- (vi) State which of the following best defines business.
 - a) An economic activity aimed at earning profits
 - b) A social service
 - c) A government-regulated activity
 - d) A non-profit organization
- (vii) Identify a merit of globalization.
 - a) Increase in trade barriers
 - b) Access to a larger market
 - c) Reduced competition
 - d) Limited innovation
- (viii) Record the difference between MNC and TNC.
 - a) MNCs operate globally; TNCs operate regionally
 - b) MNCs control subsidiaries; TNCs decentralize control

- c) MNCs avoid foreign trade; TNCs engage in global trade d) MNCs focus on e-commerce; TNCs on traditional business
- (ix) Identify the type of innovation characterized by significant changes that disrupt existing markets.
- a) Incremental innovation b) Radical innovation
c) Sustaining innovation d) Process innovation
- (x) Identify the innovation type that involves minor enhancements to existing products or services.
- a) Radical innovation b) Disruptive innovation
c) Incremental innovation d) Architectural innovation
- (xi) Determine how the IT revolution has transformed customer engagement strategies in businesses.
- a) Limited customer feedback channels b) Reduced personalization
c) Enabled data-driven marketing and personalized experiences d) Decreased use of social media platforms
- (xii) Determine the process by which a company integrates new technologies into its existing operations.
- a) Technology transfer b) Technological obsolescence
c) Technology divestment d) Technological stagnation
- (xiii) Predict the relationship between deforestation and the timber industry.
- a) Deforestation leads to increased timber resources indefinitely b) Sustainable forestry practices prevent resource depletion
c) Deforestation has no impact on the timber industry d) Reforestation decreases timber industry
- (xiv) Infer how biodiversity loss can affect pharmaceutical companies from the following options:
- a) Increased availability of medicinal plants b) No impact on drug discovery
c) Reduced potential for discovering new medicinal compounds d) Enhanced ecosystem services
- (xv) Record how soil erosion can impact agricultural businesses from the following options:
- a) Enhances soil fertility b) Increases arable land
c) Leads to loss of fertile topsoil, reducing crop yields d) Has no effect on farming

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Point out the most important objective of a business owner. (3)
3. List the constituents of a macro business environment. (3)
4. Express inflation and predict the methods to control the inflation. (3)
5. Identify three reasons why the government intervenes in business activities. (3)
6. Explain Monetary Policy and its impact in controlling the inflation. (3)

OR

Explain the conventional methods in monetary policy. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Enumerate comparison between micro environment and macro environment. (5)
8. Discuss the impact of PESTEL analysis on a business decision making. (5)
9. Discuss monetary policy and its objectives. (5)
10. Evaluate the benefits of technological acquisition and recommend suitable acquisition modes for companies seeking rapid innovation. (5)

11. Summarize various foreign market entry strategies and compare their advantages and disadvantages for businesses expanding into global markets. (5)
12. Summarize the meaning of globalization and outline its major dimensions in the context of international trade and investment. (5)

OR

Summarize the impact of globalization on Indian businesses, citing examples of key industries affected. (5)

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