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**BRAINWARE UNIVERSITY****Term End Examination 2024-2025****Programme – BBA LL.B.-2024****Course Name – Business Environment****Course Code - BBALLB202****( Semester II )**

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SCHOOL OF LAW  
Barasat, Kolkata- 700125

**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) Select the Govt.'s strategy in respect of public expenditure and revenue which have a significant impact on business.
  - a) Monetary policy
  - b) Fiscal Policy
  - c) Trade policy
  - d) Foreign exchange policy
- (ii) Name the full form of CII.
  - a) Confederation of Indian Industries
  - b) Condition of Indian Industries
  - c) Classes of Indian Industries
  - d) Civilians of Indian Industries
- (iii) Locate the word that is concerned with the withdrawal of State from an industry or sector, partially or fully.
  - a) Liberalization
  - b) Modernisation
  - c) Privatization
  - d) Globalisation
- (iv) Identify the date on which The Govt. of India constituted a Public Sector Disinvestment commission.
  - a) 33312
  - b) 23 Aug 1996
  - c) 23 Sept.1993
  - d) 34460
- (v) Name the rate at which the central bank discounts or rediscounts the eligible bills.
  - a) Credit rate
  - b) Bank rate
  - c) Bill rate
  - d) Deposit rate
- (vi) Identify the person who is concerned with the auditing of the receipts and expenditure of the State and Central Govt.
  - a) Accountant General
  - b) Comptroller and Auditor General

- c) Reserve Bank of India  
(vii) Identify the policy that is concerned with raising revenue through taxation and deciding on the level and pattern of expenditure.  
a) Monetary policy  
c) Trade policy  
(viii) Identify the person who is responsible for presenting the Union Budget before the Parliament.  
a) Prime Minister  
c) RBI Governor  
(ix) State the year at which the Planning commission was set up in India.  
a) 1950  
c) 1947  
(x) Select the benefit of exploring to foreign markets.  
a) It protects them against foreign competition  
c) It opens up new market opportunities  
(xi) Identify the nature of an environment that is increasingly complex and turbulent displays.  
a) More orderly competition  
c) A reduced risk of product obsolescence  
(xii) Select the name of the theory that proposes that the absence of dissatisfiers is not enough to motivate the purchase decision of customers.  
a) Freud's theory  
c) Herzberg's theory  
(xiii) Identify the process that tells that marketers must work hard to attract customers.  
a) Selective attention  
c) Selective retention  
(xiv) Identify an economic circumstance that can greatly affect any product or brand choice.  
a) Borrowing power  
c) Either a or b  
(xv) Select the formal decision making process of large organizations for buying the services and products.  
a) Organizational buying  
c) Small buying  
d) None of the above  
b) Fiscal Policy  
d) Foreign exchange policy  
b) Finance Minister  
d) None of these  
b) 1951  
d) 1952  
b) It cushions them from the effects of events in other countries  
d) It increases the risk and uncertainty of operating in globalizing world economy  
b) More predictable demand  
d) Increased speed of innovation  
b) Maslow's theory  
d) None of the mentioned  
b) Selective distortion  
d) All of these  
b) Purchasing Power  
d) Both a and b

#### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define unemployment. (3)
3. Define money supply. (3)
4. Describe price level. (3)
5. Define the term 'Bank Rate'. (3)
6. Explain Balance of Payment components. (3)

OR

Evaluate effects of positive Balance of Trade. (3)

#### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe role of RBI in controlling money supply. (5)
8. Describe the role of Government of India in controlling fiscal deficit. (5)
9. Discuss effects of increasing interest rate in an economy. (5)
10. Explain different off job training methods. (5)
11. Evaluate the term Human Resource Development (5)
12. Judge the causes of development of multi-national corporations in India. (5)

OR

Assess the effects of privatization. (5)

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