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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – BBA(DM)-Hons-2023/BBA(DM)-Hons-2024
Course Name – Business Environment and Digital Economy
Course Code - BBD30105/BBD30103
(Semester III)

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 type of economy that promotes free market competition.
a) Mixed economy
b) Socialistic economy
c) Capitalistic economy
d) Traditional economy

(ii) Trace the primary objective of businesses adopting Corporate Social Responsibility (CSR).
a) Increase taxation
b) Maximize environmental impact
c) Minimize social responsibility
d) Enhance community development

(iii) Identify the primary role of the government in business.
a) Regulation
b) Profit maximization
c) Market competition
d) Product innovation

(iv) Identify the component of foreign trade policy.
a) Income tax exemptions
b) Export incentives
c) Price control measures
d) Local employment programs

(v) Trace the significance of the currency exchange rate for an economy.
a) Impacts local employment
b) Affects foreign trade balance
c) Controls local inflation
d) Determines tax policies

(vi) Choose the stage of globalization characterized by the exchange of goods and services.
a) Early globalization
b) Modern globalization
c) Contemporary globalization
d) Post-modern globalization

(vii) Choose the essential condition of globalization that refers to the reduction or elimination of trade barriers.
a) Economic liberalization
b) Technological advancement
c) Political stability
d) Cultural exchange

(viii) Identify the benefit of globalization for consumers.
a) Higher prices
b) Lower quality products

c) Reduced choice
d) Lower prices

(ix) Choose the demerit of globalization that can contribute to the exploitation of workers in developing countries.

a) Cultural homogenization
b) Increased competition
c) Wage stagnation
d) Environmental degradation

(x) Identify the demerit of globalization that can contribute to the spread of diseases.

a) Cultural homogenization
b) Increased competition
c) Wage stagnation
d) Environmental degradation

(xi) Choose the term used to describe the process of a multinational corporation expanding its operations into a new market.

a) Globalization
b) Localization
c) Internationalization
d) Glocalization

(xii) Choose the term that refers to the practice of a transnational corporation transferring resources or activities to a lower-cost location.

a) Outsourcing
b) Globalization
c) Offshoring
d) Localization

(xiii) Identify the type of digital asset that represents ownership of a unique item or piece of digital content.

a) Non-Fungible Token (NFT)
b) Security Token
c) Utility Token
d) Stablecoin

(xiv) Identify the primary goal of digital transformation.

a) Improving business processes
b) Enhancing customer experience
c) Increasing revenue
d) All of the above

(xv) Identify the stage of digital transformation where organizations prioritize building mobile-friendly experiences.

a) Data-Driven
b) Cloud-Enabled
c) Mobile-First
d) Customer-Centric

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Identify the difference between micro & macro environment. (3)
3. Identify the main objectives of CSR. (3)
4. Explain the features of monetary policy. (3)
5. Explain the role of IRDA in developing business. (3)
6. Explain the merits of globalization of business. (3)

OR

Explain the concept of TNC. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Define digital assets. (5)
8. Explain how CSR contributes to a company's competitive advantage. (5)
9. Distinguish between the primary objectives of public and private sector enterprises. (5)
10. Discuss how fluctuations in exchange rates can impact a country's economy. (5)
11. Explain the concept of franchising its role in foreign market entry. (5)
12. Measure the key differences between Industry 4.0 and Industry 5.0. (5)

OR

Summarize how social media can be leveraged for business growth. (5)

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