



## BRAINWARE UNIVERSITY

**Term End Examination 2023**

**Programme – BBA LL.B.-2022**

**Course Name – Business Environment**

**Course Code - BBALLB202**

**( Semester II )**

**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 the process that tells that marketers must work hard to attract customers
  - a) Selective attention
  - b) Selective distortion
  - c) Selective retention
  - d) All of these
- (ii) Identify an economic circumstance that can greatly affect any product or brand choice
  - a) Borrowing power
  - b) Purchasing Power
  - c) Either a or b
  - d) Both a and b
- (iii) Select the deciders and buyers in companies
  - a) Evaluators
  - b) Approvers
  - c) Buyers
  - d) Selectors
- (iv) Predict the type of buyer and supplier relationship where they meet in operational manner
  - a) Operational system
  - b) cooperative system
  - c) Structural commitment
  - d) Structural adaptation
- (v) Identify the first level benefit in the customer value hierarchy
  - a) Core benefit
  - b) Basic product
  - c) Expected product
  - d) Augmented product
- (vi) Name the low income economies
  - a) First world
  - b) Second world
  - c) Third world
  - d) None of these
- (vii) 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  
 (viii) Name the full form of CII  
 a) Confederation of Indian Industries  
 c) Classes of Indian Industries  
 (ix) Locate the word that is concerned with the withdrawal of State from an industry or sector, partially or fully  
 a) Liberalization  
 c) Privatization  
 (x) Name the rate at which the central bank discounts or rediscounts the eligible bills  
 a) Credit rate  
 c) Bill rate  
 (xi) Predict the economic system that is known as 'Laissez faire'  
 a) Social  
 c) Mixed  
 (xii) Choose the process of the sale of sub - standard and hazardous goods under defined conditions  
 a) Restrictive Trade Practice  
 c) MRTP  
 (xiii) Examine the external force which have direct effect on the functioning of the business  
 a) Environment  
 c) System  
 (xiv) Predict the economic system where both private and public sector exists  
 a) Social  
 c) Mixed  
 (xv) Predict the full form of EPZ  
 a) Export Processing Zone  
 c) External Promotion zone
- d) Foreign exchange policy  
 b) Condition of Indian Industries  
 d) Civilians of Indian Industries  
 b) Modernisation  
 d) Globalisation  
 b) Bank rate  
 d) Deposit rate  
 b) Capitalist  
 d) None of these  
 b) Unfair Trade Practice  
 d) None of these  
 b) Culture  
 d) None of these  
 b) Capitalist  
 d) Common economy  
 b) Export Promotion Zone  
 d) None of these

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. Define National Income. (3)  
 3. Define unemployment. (3)  
 4. Describe fiscal policy. (3)  
 5. Explain the objectives of monetary policy in India. (3)  
 6. Estimate importance of social responsibility of business. (3)

**OR**

Estimate importance of multi-national corporations in connection with globalisation . (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Explain causes of poverty. (5)  
 8. Analyze role of IMF in providing support towards poor nation. (5)  
 9. Assess the effects of privatization. (5)  
 10. Describe different types of unemployment. (5)  
 11. Discuss for and against capitalism. (5)  
 12. Assess the effects of globalization. (5)

**OR**

Assess positive effects of open market economy.

(5)

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