REV-01
BBA/35/50

2025/12

BACHELOR OF BUSINESS ADMINISTRATION
FIRST SEMESTER [REPEAT]
BUSINESS ENVIRONMENT
BBA – 102
[USE OMR SHEET FOR OBJECTIVE PART]

SET A

Duration: 3 hrs. Full Marks: 70

Objective

Time: 30 mins. Marks: 20

Choose the correct answer from the following: *1×20=20*

1. Which of the following is true about Business Environment?
   a. It is dynamic
   b. It is the area or condition in which the business operates
   c. Different factors in the business environment can impact on organization positively or negatively
   d. All of the above

2. Which of the following is *NOT* a factor of the macroenvironment?
   a. Economic conditions
   b. Political climate
   c. Internal company culture
   d. Technological advancements

3. _____ refers to negative and unfavourable external factors that are likely to create hurdles for a firm.
   a. Opportunities
   b. Warning
   c. Threats
   d. None of these

4. What are the basic components of business ethics?
   a. Morality
   b. Business practice
   c. Principles and values
   d. All of the above

5. Industrial policy refers to the government's policy towards?
   a. Industry Establishment
   b. Industry Functioning
   c. Industry growth and management
   d. All of the above

6. The Industrial Policy of India in 1956 aimed primarily at:
   a. Promoting a mixed economy with a dominant public sector
   b. Encouraging privatization of industries
   c. Fostering foreign direct investment
   d. Facilitating a completely free market economy

7. Which of the following initiatives was introduced under the FTP 2015-2020 to promote exports from the services sector?
   a. Services Export Incentive Scheme (SEIS)
   b. Merchandise Exports from India Scheme (MEIS)
   c. Target Market Export Scheme (TAMDES)
   d. All of the above

8. Commercial Paper (CP) is typically issued by:
   a. Central government
   b. State governments
   c. Large, creditworthy corporations
   d. Reserve Bank of India

9. Which of the following rules do not apply to bankingcompanies?
   a. Companies Act
   b. Banking Regulation Act
   c. Reserve Bank of India Act
   d. All of the above

10. 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)

11. Aadhaar is a-
   a. 12 digit number card
   b. Identity proof issued by UIDAI
   c. Both (a) & (b)
   d. None of above

12. 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

13. 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)

14. SEBI as a non-statutory body was established in which year?
   a. 1990
   b. 1989
   c. 1992
   d. 1988

15. 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

16. 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

17. 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

18. A company's distribution channel is likely to be influenced by which of the following micro environmental factors?
    a. Customer preferences
    b. Supplier capabilities
    c. Competitor strategies
    d. Regulatory requirements

19. A recession is an example of which type of macro environmental factor?
    a. Legal
    b. Economic
    c. Social
    d. None of the Above

20. What is the primary objective of a cooperative bank?
    a. To provide financial services to its members on a non-profit basis
    b. To maximize profits for its shareholders
    c. To provide financial services to the general public
    d. To regulate the activities of other banks

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Descriptive

Time : 2 Hr. 30 Mins. Marks : 50

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

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 *any five* differences between micro and macro environment. 5+5=10
   b) Write a short note on *(any one):*
      i) Foreign trade policy 2015-2020
      ii) Five years plan

3. Discuss industrial policy of 1956 and 1991. 5+5=10

4. Explain the functions of commercial banks 10

5. Give a note on- 5+5=10
   i) SAARC
   ii) World Bank

6. a) Write the full forms of- IFCI, IDBI, NABARD,ICICI 4+6=10
   b) "Development banks plays an important role in the economy of India"- Explain

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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