

BACHELOR OF BUSINESS ADMINISTRATION
First Semester
BUSINESS ENVIRONMENT
(BBA - 03)

Duration: 3Hrs.

Full Marks: 70

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1) Answer the following questions in brief: (any five) 2×5 = 10

- a) What do you mean by 'Business Environment'?
- b) What factors in the Geographical environment have an influence on business organizations?
- c) What do you mean by Demand Force?
- d) Write two activities of the EXIM Bank.
- e) What are the activities of NAFTA?
- f) What do you mean by Secondary Market?
- g) What is a Commercial Paper?

2) Answer the following questions: (any five) 3×5 = 15

- a) Why it is important to take into account culture and customs of a society before taking a business decision?
- b) What were the objectives of the 11th Five Year plan in India?
- c) What are the main objectives of the Industrial Policy of 1991?
- d) What is the difference between Money Market and Capital Market? Give example: of Money Market and Capital Market Instruments.
- e) What are the features of Cooperative Banks in India?
- f) What are the goals and objectives of Open Market Operations?
- g) What are the functions of the Reserve Bank of India?

3) Answer the following questions elaborately: (any five)

5×5 = 25

- a) What are the causes of Industrial sickness? Mention some remedies for it.
- b) What are the obstacles to globalization of Indian business?
- c) Write the functions and objectives of the Securities and Exchange Board of India.
- d) Write a note on the different types of Money Market Instruments.
- e) What do you mean by Equity Market? What are the methods through which a company can raise equity capital?
- f) What are the activities of the International Monetary Fund (IMF)?
- g) Write short notes on NABARD and IDBI.

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(The figures in the margin indicate full marks for the questions)

Duration: 20 minutes

Marks – 20

PART A- Objective Type

I. Choose the correct answers from the following:

1×20 = 20

1. In how many categories, the nature of economy is divided?
a) 2 b) 3 c) 5
2. Demography is a study of the
a) Human Population b) Income of the country c) Geography of a place
3. Demand force comes under which factor of the business environment?
a) Geographical Factor b) . Economic Factor c) Political Factor
4. The Eleventh Five Year Plan was from
a) 2006 – 2011 b) 2007 – 2012 c) 2008 – 2013
5. The North East Industrial Policy came into force in the year
a) 1997 b) 1999 c) 2001
6. The first modern steel plant in India was set up in which place?
a) Kolkata b) Patna c) Jamshedpur
7. The cause for Industrial sickness is
a) Born Sick b) Achieved Sickness c) Both
8. The currency for the European Union is
a. Dollar b) Euro c) Pound
9. The headquarters of SAARC is in
a) New Delhi b) Dhaka c) Kathmandu

10. The International Bank of Reconstruction and Development is an organization of the
a) International Monetary Fund b) World Bank c) World Trade Organization
11. Which type of bank deposit do not carry any interest
a) Term Deposit b) Current Account c) Savings Account
12. The Securities and Exchange Board of India looks after the operation of the
a) Securities Market b) Commercial Banks c) Insurance Companies
13. The largest public sector bank in India is the
a) State Bank of India b) Punjab National Bank c) Allahabad Bank
14. SLR stands for
a) Short Liquidity Rate b) Statutory Liquidity Rate c) Statutory Liquidity Ratio
15. Who issues the One rupee coin in India?
a) RBI b) Govt. of India c) SBI
16. Which of the following is money market instrument?
a) T – Bill b) PSU bonds c) Preference Shares
17. The present CRR Rate is
a) 5 % b) 4% c) 7%
18. Trading of existing shares takes places in
a) Primary equity market b) Money market c) Secondary equity market
19. EXIM Bank provides loans for
a) Infrastructure development b) Export and Import c) Housing
20. Which of the following is a technique of Monetary Control by RBI?
a) Open Market Operations b) Bank Rate c) Both
