

**BACHELOR OF BUSINESS ADMINISTRATION**  
**FIRST SEMESTER**  
**BUSINESS ENVIRONMENT**  
**BBA – 102**  
(USE OMR FOR OBJECTIVE PART)

**SET**  
**A**

**Duration: 3 hrs.**

**Full Marks: 70**

**Time: 20 min.**

( Objective )

**Marks: 20**

*Choose the correct answer from the following:*

*1×20=20*

1. The term business environment refers to ..... factors which impact functioning of a firm .
  - a. External factors
  - b. Management related factors
  - c. Internal factors
  - d. Internal and External factors
2. "Increase in the use of mobile phones and i-pods instead of paper and radio" refers to the key component of general environment of business. Identify the component of business environment-
  - a. Legal
  - b. Political
  - c. Economic
  - d. Technological
3. -----is a statement which derives the role that an organization plays in a society.
  - a. Goals
  - b. Mission
  - c. Objective
  - d. Success.
4. What are the elements of business ethics?
  - a. Values rights and duties
  - b. Attitudes pressure and environment
  - c. value environment and attitude
  - d. Responsibilities
5. The fourth phase of industrial growth covers-
  - a. 1994-95 to 2000-2001
  - b. 1991-92 to 1997-98
  - c. 1992-93 to 1998-99
  - d. 2000-2001 to 2021-22
6. \_\_\_\_\_ was replaced by WTO on January 1, 1995.
  - a. NAFTA
  - b. IMF
  - c. IRDB
  - d. GATT

7. Market in which currencies buy and sell and their prices settle on is called the-----  
-----
- |                              |                                 |
|------------------------------|---------------------------------|
| a. International bond market | b. International capital market |
| c. Foreign exchange market   | d. Eurocurrency market          |
8. Treasury bill is typically issued by:
- |                                     |                          |
|-------------------------------------|--------------------------|
| a. Government                       | b. Commercial banks      |
| c. Large, creditworthy corporations | d. Reserve Bank of India |
9. 100/- Rupee note is signed by -
- |                   |                      |
|-------------------|----------------------|
| a. Prime Minister | b. Finance Minister  |
| c. RBI Governor   | d. Finance secretary |
10. Which of the following has highest branches and ATMs in India?
- |                                |                               |
|--------------------------------|-------------------------------|
| a. Reserve Bank of India (RBI) | b. State Bank of India (SBI)  |
| c. Bank of Baroda (BoB)        | d. Punjab National Bank (PNB) |
11. CVV, a three-digit number, stands for-
- |                              |                              |
|------------------------------|------------------------------|
| a. Credit Verification Value | b. Credit Value Verification |
| c. Card Verification Value   | d. Card Value verification   |
12. According to Industrial Policy Resolution 1956, in how many categories were the industries classified in India?
- |      |      |
|------|------|
| a. 2 | b. 4 |
| c. 3 | d. 6 |
13. What does NITI Aayog stand for?
- |  |  |
|--|--|
| a. National Institute for Technology India | b. National Institute for Transforming India |
| c. National Interest for Technology India  | d. National Interest for Transforming India  |
14. SEBI as a statutory body was established in which year?
- |         |         |
|---------|---------|
| a. 1990 | b. 1989 |
| c. 1992 | d. 1988 |



15. Which of the following institutions is not part of the World Bank community?
- IBRD
  - WTO
  - IDA
  - IFC
16. Which of the following institutions are called as **Bretton Woods Twins**?
- World Bank & Asian Development Bank
  - International Monetary Fund & World Trade Organization
  - World Bank & International Monetary Fund
  - None of these
17. Mr. Anderson wants to buy a new living room set, but he does not have enough money in his bank account to pay for one. Which of these is NOT an option for Mr. Anderson?
- He can use his credit card to buy the living room set now.
  - He can save money and pay cash for the living room set at a later date.
  - He can use his debit card to buy the living room set now.
  - He can save money and use his debit card to buy the living room set at a later date.
18. Which city is the headquarters of the RBI?
- Mumbai
  - Delhi
  - Kolkata
  - Chennai
19. Which one of the following is not a member country of SAARC?
- Nepal
  - Bhutan
  - Vietnam
  - Bangladesh
20. What is the primary objective of a development bank?
- Development banks provide medium and long-term funds to help develop various sectors of the economy.
  - Development banks promote entrepreneurship in all sectors of the economy.
  - Development banks help the agricultural sector and rural India develop.
  - All of the above

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## ( Descriptive )

Time: 2 hr. 40 mins.

Marks: 50

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

1. a) Define business environment. Discuss the features of Business Environment. 5+5=10  
  
b) 'Amber Electronics Ltd.' was operating its business in Malaysia. The company started exporting its products to India when the Prime Minister announced relaxation in import duties on electronic items. The company appointed retailers in India who had direct on-line links to the suppliers to replenish stocks when needed. Identify and explain the dimensions of the business environment discussed in the above case.
2. a) "Micro and macro environment are part of the external environment. Businesses must carefully monitor and analyze these influences to make strategic decisions."  
Illustrate the above quote by citing the dissimilarities.  
b) Write a short note on 10<sup>th</sup> five year plan. 5+5=10
3. What is Rolling plan and annual plan? Explain the role of any Indian industry for the economic development of the country. 10
4. Elaborate the concept of - SAARC & IMF 5+5=10
5. Discuss the primary and secondary functions of commercial banks. 4+6=10
6. a) Write the full forms of- ICICI, NAFTA, NABARD, GATT 2+8=10  
  
b) Elucidate the role of development bank for the economic development of the country.
7. a) What are the components of Indian financial system? 5+5=10  
  
b) Discuss the selective and general utility credit control methods adopted by RBI.
8. State any two differences between money and capital market. Explain the different money market instruments traded in India. 2+8=10