

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2021 - 22 Examination**

**Semester: 05**  
**Subject Code: 06101305**  
**Subject Name: Business Environment**

**Date: 29/09/2021**  
**Time: 02:00 pm to 04:30 pm**  
**Total Marks: 60**

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.****A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. What are the elements of business ethics?:
  - a) Values rights and duties.
  - b) attitudes pressure and environment.
  - c) value environment and attitude.
  - d) Responsibilities.
2. What is the nature of business environment?
  - a) Aggression.
  - b) Relative.
  - c) Uncertain.
  - d) Aggression, Relative and Uncertain.
3. Multinational corporations is also referred to \_\_\_\_\_.
  - a) multinational collaboration.
  - b) transnational corporation.
  - c) multinational entity.
  - d) multinational development.
4. Who is responsible for presenting the Union Budget before the Parliament?
  - a) Prime Minister
  - b) Finance Minister
  - c) RBI Governor
  - d) none of the above
5. The objectives of import duty is/are \_\_\_\_\_.
  - a) To raise income for the government.
  - b) To restrict imports.
  - c) To encourage exports.
  - d) To raise income and restrict imports.

**B). Define the following. (Each of 1 mark) (05)**

1. Marketing Intermediaries
2. Certificates of Deposits
3. Finance Bill
4. Business Ethics
5. zero based budget.

**C). Direct questions. (Each of 1 mark) (05)**

1. What do you mean by performance budget. ?
2. What do you mean by Consumerism?
3. Any four objectives of WTO.
  3. What is FDI?
  4. What is Capital Market?

**Q.2 Answer the following questions.****A). How does RBI control prices through monetary policy. Explain (07)**

Distinguish between:

**B). a) Consolidated Fund and Contingency Fund (08)**

- b) Revenue Deficit and Fiscal Deficit

**Q.3 Answer the following questions.**

A). Examine the main limitations of FDI and What precautionary measures you would suggest to deal with it ? (07)

B). What are consumer rights? Explain the need for consumer protection. (08)

**Q.4 Attempt any two questions. (Each of 7.5 mark) (15)**

1. What is Business Environment? How do the internal affect Business environment?

2. Since when and why the targeted public distribution system has been introduced? Explain its main features and indicate its main limitations.

3. 'Mamta Rice Food Ltd' is a well know rice producing company. The sales have been falling down from the beginning of the year. The managing director MR. Bhuvan is worried about this situation. With a view to find out the solution of this problem he made a team to find but the reasons for downfall of sales. The team conducted the survey and gave following four reasons for the downfall of company's sale.

1. On account of increase in export duty made by the government, the foreign demand has gone down.
2. Due to availability of other eatable substitute the taste of people is diverted from rice.
3. The competitor's imported new technology and machine are producing better quality rice.
4. Due to strain with neighbouring country's government and our country's government export is effected.

Identify the dimension of Business Environment discussed in the above case with proper justification.

4. What are the different constituents towards which a business unit has to discharge its duties and responsibilities?