

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2019 - 20 Examination**

**Semester: 5**  
**Subject Code: 06101305**  
**Subject Name: Business Environment**

**Date: 28/11/2019**  
**Time: 10:30am to 01:00pm**  
**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. Which of the following factors is not an internal factor influencing business environment?
 

a) Production Decision	c) Government's Economic Policies
b) Staff Recruitment	d) Pricing Decision
2. All the revenues received by the government, loans issued by it & also its receipt etc. are credited in the \_\_\_\_\_
 

a) Contingency Fund	c) Consolidated Fund
b) Depreciation Fund	d) Monetary Fund
3. Which of the following sectors is subject to greater Market Discipline?
 

a) Private Sector	c) Co-operative sector
b) Public Sector	d) All of the above
4. Foreign Direct Investment is a form \_\_\_\_\_
 

a) Foreign assistance	c) Assistance Asian Development bank
b) Assistance International Fund	d) none of the above
5. Which of the following rights are included in consumer rights?
 

a) Right to informed	c) Right to Protection of health & safety
b) Right to be heard	d) All the above three rights

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

1. Money Market
2. Contingency Fund
3. GATT
4. Business Environment
5. Capital Market

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

1. Define any two objectives of WTO.
2. What do you mean by Consumerism?
3. Explain the term Social Ethics.
4. What do you mean by Social Responsibility of business?
5. Define the term Multinational Company.

**Q.2 Answer the following questions.**

Explain the term Business Environment & State the main Internal and External Factors

**A) Influencing Business. Environment?****(07)****B) What do you mean by Money Market? State the function & Explain Importance of Money Market.****(08)****Q.3 Answer the following questions.****A) Explain the Rights of Consumer in detail.****(07)****B) What is Globalization? State the circumstance leading to the globalization of Indian Economy.****(08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. What is Foreign Direct Investment? Explain needs for foreign direct investment for developing countries like India.
2. Discuss main concept of Budget deficit.

3. What is meant by Social Responsibility of business? Explain its Importance in Modern Times.

4. With change in the consumption habits of people, Neel, who was running a sweets shop shifted to chocolate business. On the eve of Diwali, he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website chocolove.com for taking orders online. He got lot of orders online and earned huge profit by selling chocolates.

**Question**

Identify and explain the Micro and Macro dimensions of business environment discussed in the above case.