

ANDHRA UNIVERSITY
MODEL QUESTION PAPER
BBA(CBCS) – SECOND SEMESTER With effect from 2015-16
BUSINESS ENVIRONMENT

Max.Marks : 75

SECTION – A

Answer any Five question of the following.

5 x 5 = 25 Marks

- 1) Elements of External Environment
- 2) Economic Reforms
- 3) Licensing Policy
- 4) Consumerism
- 5) Social Audit
- 6) Patents
- 7) WTO
- 8) MNCs

SECTION – B

Answer the following questions:

5 x 10 = 50 Marks

- 9) Explain the concept and significance of Business Environment.
(OR)
Explain micro and macro environment of business.
 - 10) Explain different economic systems.
(OR)
Explain the salient features of present Industrial Policy of India
 - 11) What do you mean by Consumerism? Explain the salient features of Consumers Protection Act.
(OR)
Explain the salient features of Foreign Exchange Maintenance Act (FEMA).
 - 12) Explain the elements of technological environment.
(OR)
Explain the salient features of Trade Marks Act, 1999.
 - 13) Discuss the aims and functions of World Bank.
(OR)
Discuss the objectives and functioning of WTO.
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