

XR-105

010-006102

**P.G.D.B.A. (Sem.-I) (CBCS) Examination
January-2015**

11102 : Business Environment

**Faculty Code : 010
Subject Code : 006102**

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

1. What do you mean by Economic Environment ? Discuss Economic Environment of India. **14**

2. Critically evaluate the Industrial Policy up to 1991 and state reforms under New Industrial Policy. **14**

OR

Define Macro Environment. How Legal and Political Environment affects businesses enterprises ?

3. What do you mean by Technological Leadership and Followership ? Give the advantages and disadvantages of Technological Leadership. **14**

OR

What do you mean by Business Environment ? Explain Internal factors of business environment with suitable example.

4. How change in monetary policy affect business enterprises ? 14

OR

What do you mean by Demographic Environment of business ? Explain various Demographic factors with suitable example.

5. Write short notes : (any **two**) 14

- (a) Advantages and disadvantages of Globalization
 - (b) SWOT Analysis
 - (c) Role of WTO
 - (d) Innovation
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