

B.A.B DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023
SEMESTER 1 : BUSINESS ANALYTICS
COURSE : 23U1CPBAB01 : BUSINESS ENVIRONMENT ANALYSIS THEORY
(For Regular - 2023 Admission)

Time : Three Hours

Max. Marks: 60

PART A
Answer All (1 mark each)

1. List two economic factors.
2. Expand GDP.
3. List two political factors.
4. State the first step in environment analysis.
5. What is a business environment?
6. Who were the pioneers of New economic policy of 1991?
7. What is the legal environment?
8. What is outsourcing?

(1 x 8 = 8)

PART B
Answer any 6 (2 marks each)

9. Briefly comment on Niti Ayog.
10. Briefly explain the statement "Business environment is uncertain".
11. Explain briefly the impact technology has on a new business.
12. Briefly Explain how the legal environment protects a business.
13. Briefly explain the disadvantages of technology to a business.
14. Explain the the New Economic policy.
15. Explain briefly the negative effects of government intervention.
16. Comment briefly on how international trade laws affect business.

(2 x 6 = 12)

PART C
Answer any 4 (5 marks each)

17. Explain the cyber crimes mentioned under the IT Act.
18. Explain the features of technology.
19. Explain the monetary policy and its objectives.
20. Explain corporate governance.
21. Explain the internal business environment.
22. Explain the limitations of technological environment.

(5 x 4 = 20)

PART D
Answer any 2 (10 marks each)

23. "Knowing the cultural and social trends help businesses", explain the statement.
24. Discuss in detail the structural reforms that was implemented under the NEP 1991.
25. Explain the political factors that effect business environment.
26. You have started a new business. Discuss how you will do environmental analysis by aplying the process and techniques you know

(10 x 2 = 20)