

Total No. of Pages : 2

Register Number :

6964

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(BUSINESS LEADERSHIP)

(SECOND SEMESTER)

220 — BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

All questions carry equal marks.

1. What is meant by environmental scanning?
2. Explain current economic scenario of India.
3. Write short note on : Surplus Budget.
4. What is meant by fiscal policy?
5. Write short note on : Outsourcing.
6. Define the features of Business cycle.
7. Explain MNCs in an Economy.
8. Write short note on : SWOT.

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

All questions carry equal marks.

9. Describe the different phases in the business cycle.
10. Explain the Global Environment of the Business.

11. Describe the Pros and Cons of allowing FDI in the retail segment of Indian Economy.
12. State the role of FDI in the Economic Development.
13. Explain the Indian Capital Market Scenario.

SECTION C

Answer any ONE question.

(1 × 15 = 15)

14. Explain the role of Information and Communication Technology on Business and Society.
15. Discuss the interactions between Internal and external environments.
16. Define the macro economic policies wherever adopted in our country.

SECTION D

(Compulsory)

(1 × 15 = 15)

17. Discuss the nature of competition in Direct To Home (DTH) Television services and its impact on the Indian Society.
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