

**DKM COLLEGE FOR WOMEN (AUTONOMOUS),VELLORE-1.**

**DEPARTMENT OF MANAGEMENT STUDIES**

**QUESTION BANK- EVEN SEMESTER 2018**

**BUSINESS ENVIRONMENT - III BBA**

**SECTION-A**

**2 MARKS**

1. Define business.
2. What is Business Environment?
3. What is internal environment of business?
4. Write about external environment of business.
5. Define culture.
6. What is mission?
7. What is meant by objectives?
8. Define company image.
9. What is brand image?
10. Define Micro environment.
11. What is Macro environment?
12. Who is a customer?
13. Who is a competitor?
14. Who is a supplier?
15. Who are market intermediaries?
16. Define political environment.
17. Write about Legal environment.
18. What is social environment in business?
19. Define cultural environment in business.
20. What is meant by economic and financial environment in a business?
21. What is technological environment?
22. Define physical environment in business.
23. what is natural environment?
24. Define global environment.
25. What is buffering?
26. What is levelling?
27. Define the term anticipation.
28. Expand SWOT / ETOP
29. Define sovereignty.
30. What do you mean by Democracy?

31. Define secularism.
32. What is socialism?
33. What do you mean by separation of powers?
34. What is business strategy?
35. Define demography.
36. Define cultural heritage.
37. What is cultural adaptation?
38. What is meant by cultural transmission?
39. What is cultural lag?
40. What do you mean by foreign culture?
41. What is cult?
42. What is joint family system?
43. What is cultural trait?
44. Define capitalism.
45. What is socialism?
46. Define mixed economy.
47. What is economic system?
48. What is meant by communism?
49. What is GDP?
50. What is NNP?
51. What is GNP?
52. What do you mean by per capita income?
53. Define urbanisation.
54. What is meant by economic development?
55. What is fiscal deficit?
56. Define inflation.
57. What is exchange rate?
58. What is national income?
59. What do you mean by financial system?
60. Define financial market.
61. What is financial institution?
62. What is meant by financial instruments?
63. What is financial services?
64. Define capital market.
65. Define money market.
66. What is foreign exchange market?

67. Define government securities market.
68. What is central bank?
69. Define commercial bank.
70. What is co-operative bank?
71. Write few lines about development banks.
72. What is agricultural bank?
73. Define merchant bank.
74. What is meant by indigenous banks?
75. Define mutual funds.
76. What is meant by factoring?
77. Define forfeiting.
78. What is bank rate?
79. What is CRR?
80. What is SLR?
81. Define clearing house.
82. What is cash credit?
83. What is meant by credit control?
84. Write a few lines about functions of reserve bank.
85. What is a credit card?

**SECTION-B                      5 MARKS**

1. What is the nature of business environment?
2. What is the importance of business environment?
3. What do you mean by global environment?
4. How does the organisations cope up with environmental changes?
5. Distinguish between micro and macro environment.
6. What is socio-cultural environment?
7. What is meant by politico-legal environment?
8. State the main components of economic environment.
9. Describe the main elements of social and cultural environment.
10. What are the environmental factors?
11. What is SWOT analysis?
12. Write a short note on ETOP.
13. What is Preamble to the constitution?
14. What are the basic characteristics of Indian Constitution?
15. What is meant by Federal system of Government?
16. Write a note on Fundamental duties of an Indian citizen.

17. What is demography?
18. What is the nature of culture?
19. What are the elements of culture?
20. What is cultural adaptation?
21. Write a short note on cultural heritage.
22. Write about impact of foreign culture on business.
23. What is joint family system?
24. What is meant by social structure?
25. Write a short note on cultural transmission.
26. What is meant by economic system? What are the basic units of economic system?
27. What are the characteristics of economic system?
28. What are the different types of economic system?
29. What are the features of capitalism?
30. What are the merits and demerits of capitalism?
31. Write about features of socialism.
32. What are the merits and demerits of socialism?
33. What are the features of mixed economy?
34. What are the merits and demerits of mixed economy?
35. What is rate of inflation?
36. What are the constituents of financial system?
37. Write about different types of NBFC.
38. What are the benefits of mutual funds?
39. What is venture capital funds?
40. What are the benefits of factoring?
41. What is meant by forfeiting?
42. What do you mean by credit rating?
43. What is leasing?
44. What are the features of central bank?
45. How does RBI control credit?
46. Write a few lines about role of RBI in economic development.
47. Differentiate between central bank and commercial bank.
48. What are the different types of bank accounts?
49. Write about structure of commercial banks.
50. Write the role of commercial banks in economic development.
51. What are the features of development bank?

52. Why there is a need for financial institutions?

53. Write a short note on SIDBI.

54. What are the functions of IDBI?

55. What are the functions of SFC's?

### **SECTION-C**

**10 MARKS**

1. Explain types of business environment.
2. Discuss the significance of understanding the business environment.
3. Explain the various elements of internal environment of business.
4. Discuss the various components of micro environment of business.
5. What are the main elements of macro environment?
6. What is business environment? Discuss its importance
7. Explain the technological factors affecting business environment.
8. Explain Directive Principles of State Policy.
9. Explain the Fundamental Rights.
10. Explain functions of State.
11. Discuss economic role of the State.
12. Explain the extent of State intervention in India.
13. Explain consumer protection act 1986.
14. Explain the impact of culture on business.
15. State the features of joint family system.
16. Discuss the impact of urbanisation on business.
17. Explain the impact of GDP on business.
18. What is deficit financing? Explain about its purpose and evils of deficit financing.
19. What is plan investment?
20. What is the role in economic development.
21. Explain the nature and structure of the economy.
22. Explain about NBFC.
23. What are the different types of financial institutions?
24. What are the functions of RBI?
25. Explain various functions of commercial banks.
26. Write a brief note on IDBI.
27. What is the purpose and role of deficit financing?
28. Explain rate of inflation.
29. What is poverty line?
30. Explain foreign trade.

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