

**D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**  
**SEMESTER EXAMINATIONS**  
**APRIL – 2019**  
**BUSINESS ENVIRONMENT**

**15CBA6C**

**Time : 3 Hrs**

**Max. Marks : 75**

**SECTION-A (10 x 2 = 20)**

**Answer ALL the questions.**

1. What is Business Environment?
2. List out Major Cultural Environmental Factors.
3. How Political Environment Affects Business? Give Two Examples.
4. How Business is Responsible to Government?
5. List out Major Social Environmental Factors.
6. State the major impact of foreign culture on Business.
7. What is GDP?
8. What is Fiscal Deficit?
9. List out the components of Financial System.
10. List out Two Key Role of RBI.

**SECTION-B (5 x 5 = 25)**

**Answer any FIVE of the following questions.**

11. Discuss the nature of Business Environment.
12. Discuss the impact of Economic environment on Business.
13. Discuss Political system in India and its impact on Business.
14. Discuss the Relationship between Government and Business in India.
15. How does Joint Family system helps business in India?
16. Explain salient Features of Urbanization.
17. Discuss the Role of Commercial Banks in India.
18. Discuss the Financial System in India and its impact on Business.

**SECTION-C (3 x 10 = 30)**

**Answer ALL the questions.**

19. (a) Explain briefly about impact of Legal Environment on Strategic Business Decisions.  
(Or)  
(b) Describe the fundamental rights and fundamental duties of people.
20. (a) Explain briefly about the impact of social Environment on Business.  
(Or)  
(b) Explain briefly an Economic System in our country and its impact on business.
21. (a) Explain briefly how population & urbanization bring opportunity to the Business.  
(Or)  
(b) Explain briefly how financial environment influence the Business.

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