

(A 58)

SARDAR PATEL UNIVERSITY
B.B.A(ISM) VI – Semester (NC) (2010 Batch)
2015
Tuesday, 17th March
02:30 P.M. to 04:30 P.M.
BUSINESS ENVIRONMENT –UM06SBBS01

Maximum Marks: 60

Note: Figure in bracket indicates marks of question.

Q.1 Define Business Environment. Explain the types of Business Environment with relevant example. (15)

OR

Q.1 What is environmental scanning? Which are the approaches of environmental scanning? (15)

Q.2 What is Demographic environment? Explain the compositional characteristics of Indian Population. (15)

OR

Q.2 a) Write on Population policy of India. (08)

b) Focus on Population projection and its importance. (07)

Q.3 Throw light on Social – cultural fabric & lifestyles with their impact on business in detail. (15)

OR

Q.3 a) Write note on corporate social Responsibility. (08)

b) Explain technology transfers mode. (07)

Q.4 Define the National Income? What are the trends of Savings and investment in India? (15)

OR

Q.4 a) Write on EXIT Policy. (08)

b) Write short note on Privatization. (07)