



K26U 0826

Reg. No. :

Name :

**Second Semester B.B.A./B.B.A.(RTM/AAM) Degree (C.B.C.S.S.-OBE –
Supplementary) Examination, April 2026
(2020 to 2023 Admissions)
Core Course
2B02BBA/BBA(RTM/AAM) : BUSINESS ENVIRONMENT**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

(6×1=6)

1. Define business environment.
2. List one social factor affecting business.
3. State the meaning of disinvestment.
4. Identify one source of industrial pollution.
5. Define environmental analysis.
6. List one feature of globalization.

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

(6×2=12)

7. Explain how the business environment influences firms.
8. Describe how culture affects buying behaviour.
9. Explain the objectives of privatisation.
10. Briefly discuss the impact of pollution on industries.
11. Explain the role of the legal environment.
12. Describe the advantages of globalisation.
13. Explain how government policies affect business.
14. Describe the nature of the economic environment.

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PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

(4×3=12)

15. Explain the application of Environmental analysis in business decision making.
16. Illustrate how cultural differences affect marketing.
17. Analyse the impact of disinvestment on the public sector.
18. Examine how pollution affects business sustainability.
19. Analyse how government intervention affects markets.
20. Examine the challenges in entering global markets.

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

(2×5=10)

21. Evaluate the importance of the business environment in decision-making.
22. Assess the role of social responsibility in business.
23. Evaluate the impact of economic reforms on Indian business.
24. Propose measures to reduce industrial pollution.