

**Second Semester FYUGP Degree (Reg) Examination April
2026**

KU2DSCBBA103 - BUSINESS ENVIRONMENT

2025 Admission onwards

Time : 1.5 hours

Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. Differentiate between internal and external business environments.
2. List three elements of the internal business environment.
3. Why is the study of the social environment important for businesses?
4. Explain the responsibility of business towards Government.
5. Explain the different types of economic systems.
6. Mention any four disadvantages of FDI for a host country.
7. What is Political environment? State its importance.
8. Discuss the advantages of using IT in business.

Section B

Answer any 4 questions. Each carry 6 marks.

9. How does Start Up Policy affects the new entrepreneurs?
10. Explain the challenges in the effective implementation of Make in India Policy.
11. Debate globalization's benefits and drawbacks for Indian business.
12. How does the Consumer Protection Act safeguard the consumer rights?
13. What are the risks and challenges associated with technological environment?
14. How businesses can use technology to enhance their product development process?

Section C

Answer any 1 questions. Each carry 14 marks.

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15. (a) Evaluate the impact of external business environment factors on business decisions.
(b) Discuss the importance of QUEST analysis in identifying business opportunities and threats.
16. (a) "A business cannot exist in isolation from society." Justify this statement with suitable arguments.
(b) Explain the significance of understanding cultural environment for business success.