

**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. Explain the regulatory role played by the Government in today's Business scenario.
2. Explain the legal factors affecting the business.
3. List three elements of the internal business environment.
4. Differentiate between internal and external business environments.
5. How do demographic factors affect businesses?
6. What do you mean by culture in the business environment?
7. What is economic environment. List out any three factors of the economic environment.
8. Mention any four disadvantages of FDI for a host country.

Section B**Answer any 4 questions. Each carry 6 marks.**

9. Explain the Responsibilities of Business towards various stakeholders.
10. Discuss the importance of CSR for Business.
11. How does consumer behavior vary based on cultural factors? Explain with examples.
12. Explain the role NITI Aayog in the development of Indian economy.
13. Suggest three ways to protect Indian culture from globalization.
14. Analyse the impact of globalization on rural business.

Section C**Answer any 1 questions. Each carry 14 marks.**

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15. (a) Explain the nature and significance of Consumer Protection Act, 2019.
(b) Explain the importance of Political environment in Business.
16. Explain the various types of business environments and their role in shaping business policies.