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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2025.

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.B.A.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
IV	PART-III	CORE-7	U23BB407	BUSINESS ENVIRONMENT

Date & Session: 07.11.2025/FN

Time: 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	<p>SECTION – A (10 X 1 = 10 Marks) Answer ALL Questions.</p>
CO1	K1	1.	<p>The business environment refers to:</p> <p>a) Internal factors affecting a company b) External forces that influence business operations c) Only political and legal factors d) Only economic factors</p>
CO1	K2	2.	<p>The significance of studying business environment lies in:</p> <p>a) Limiting strategic planning b) Avoiding competition c) Understanding opportunities and threats d) Ignoring government policies</p>
CO2	K1	3.	<p>The economic role of government includes:</p> <p>a) Production and distribution of private goods b) Framing policies and regulations for business c) Restricting foreign trade completely d) Eliminating market forces</p>
CO2	K2	4.	<p>The Constitutional Environment refers to:</p> <p>a) The laws and principles governing the state b) Industrial environment of a country c) Business and social culture d) Technological progress</p>
CO3	K1	5.	<p>GDP stands for:</p> <p>a) Gross Domestic Product b) General Domestic Price c) Government Domestic Policy d) Global Development Plan</p>
CO3	K2	6.	<p>The New Economic Policy (1991) introduced the concepts of:</p> <p>a) Globalization, Privatization, and Liberalization b) Nationalization, Regulation, and Protectionism c) Decentralization and Regionalism d) Protectionism and Isolationism</p>
CO4	K1	7.	<p>The social environment includes:</p> <p>a) Only political institutions b) Social attitudes, values, and customs c) Business policies and strategies d) Economic parameters like GDP</p>
CO4	K2	8.	<p>The joint family system in India is an example of:</p> <p>a) Political environment b) Economic structure c) Social organization d) Technological development</p>

CO5	K1	9.	Industry 4.0 mainly focuses on: a) Traditional industrialization b) Automation and smart technology integration c) Manual production methods d) Human labour replacement alone
CO5	K2	10.	Blockchain technology is primarily used for: a) Data analysis b) Secure and transparent digital transactions c) Storing paper records d) Traditional banking only
Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	11a.	Elucidate the nature and significance of the business environment. (OR)
CO1	K3	11b.	Discuss how political, cultural, legal, economic, and social environments impact business decisions.
CO2	K3	12a.	Describe the functions of the state and its economic role in business. (OR)
CO2	K3	12b.	What is the constitutional environment, and why is it important for business?
CO3	K4	13a.	Enlighten the concept of business cycles and their impact on business decisions. (OR)
CO3	K4	13b.	Discuss the main features of the 1991 New Economic Policy and its impact on business.
CO4	K4	14a.	Explain the components of the social environment that affect business. (OR)
CO4	K4	14b.	Discuss the impact of the joint family system and social organization on business in India.
CO5	K5	15a.	Define Industry 4.0 and explain its main features. (OR)
CO5	K5	15b.	Describe the applications and uses of emerging technologies like Blockchain, AI, and IoT in business.

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	16a.	Explain the concept, nature, and significance of the business environment. (OR)
CO1	K3	16b.	Describe the various types of business environments and their impact on business decisions.
CO2	K4	17a.	Explicate the constitutional and legal environment and its significance for business. (OR)
CO2	K4	17b.	Discuss the functions of the state and its economic role in promoting business and industry.
CO3	K4	18a.	Elucidate the major macroeconomic parameters affecting business decisions. (OR)
CO3	K4	18b.	Discuss the New Economic Policy (1991) and its impact on Indian business.
CO4	K5	19a.	Describe the social organization and its influence on business and management. (OR)
CO4	K5	19b.	Examine the role of social and cultural factors in shaping business behavior in India.
CO5	K5	20a.	Explain the concept of Industry 4.0 and its key components. (OR)
CO5	K5	20b.	Discuss the applications of emerging technologies like Blockchain, AI, and Big Data in modern business.