

Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2026

Course	: BBA	Date	: 12-07-2026
Subject Code	: BBA-201(NEW)	Time	: 03:00pm to 05:15pm
Subject Name	: Indian Business Environment	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Describe the Concept of Indian Business Environment and Importance of Indian Business Environment in detail.
2. Explain the Strategy for conservation of natural resources.
3. Describe the Environmental problems affecting growth of Business in detail.
4. Discuss the Problems related to water resources management..
5. Describe the Structural Features of Indian Economy.

Section B

Answer the following (Attempt any four) (20)

1. Explain the Economic Environment.
2. Explain the Social injustice.
3. Discuss the Limitations of non-renewable resources.
4. Explain the Role of Public Sector.
5. Explain the Functions of Money Market.
6. Describe the Types of Environment- Natural Environment.

Section C

Part – A (Multiple Choice Questions) (10)

1. What among the following is not an objective of environmental analysis?
A To examine the present change B To work for earlier alterations that appear in an environment
C To provide inputs to prepare strategic decisions D To carry out strategic thinking in an organization
2. The Legal business entities includes:
A Internet B education
C corporations D Power
3. Which is not an environmental issue that affects business?
A pollution B waste
C natural raw materials D emission
4. In case of social setup, the green consumer travels by:
A bus B train
C air D all of above

- 5 The need of renewable source of energy results from:

A increasing demand from people	B access production of fuels
C access growth of fossils	D all of above
- 6 Which among the following is an exhaustible resource?

A minerals	B forests
C grasslands	D all of above
- 7 Advertising is an example of:

A Primary industries	B Secondary industries
C Tertiary industries	D None of above
- 8 The socio economic problems in India are:

A education	B poverty
C violence	D all of above
- 9 Which is not part of balance of payment?

A current account	B saving account
C capital account	D financial account
- 10 Which among the following social factor will impact customer needs?

A Lifestyles	B Selling habits
C Working habits	D All of these

Part – B (True or False)

(10)

- 1 Poverty is the term used to describe when a person is unable to meet their basic needs due to mainly economic constraints.
- 2 Technological factors affecting businesses all over the world demands a changing behavior with regard to traditional marketing.
- 3 The term “Capital Market” is not used to describe the institutional arrangements for facilitating the borrowing and lending of long-term funds.
- 4 Demographic transition is not the transition from a stable population with high mortality and fertility to stable population with low mortality and fertility.
- 5 A mixed economy exists among capitalist economy and socialist economy.
- 6 Pricing is the process of determining what a company will receive in exchange for its product or service.
- 7 If you assume to attain into numerous acceptance with another person or entity, you will be predominate to contract law.
- 8 Ethnocentrism is not the conviction that one's acquire cultural group is somehow innately better to others.
- 9 There is no clear historical consensus on the best mechanism for reducing regional disparities.
- 10 The root cause is poor management and the resultant cause in finance.
