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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** | | | | | | |
| **B.COM - II SEMESTER** | | | | | | |
| **SEMESTER EXAMINATION: APRIL 2020** | | | | | | |
| **BBA2219- BUSINESS ENVIRONMENT**  **THIS PAPER HAS TWO PRINTED PAGES AND FOUR PARTS** | | | | | | |
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| **Time- 2 1/2 hrs** | |  | **Max Marks-70** | | |  |
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| **Section A**  **I. Answer the five questions Each question carries two marks (5x2=10)**   1. How does culture affect Business ? 2. What is EXIM policy? List any 4 objectives. 3. Expand GATT and WTO. 4. What is meant by Business environment? 5. What are the elements of technological environment? 6. What is the Information Technology Act .   **Section B**  **II.Answer any three questions. Each question carries five marks (3x5=15)**   1. What is meant by Natural Environment? Discuss its factors. 2. Write a note on the Stock market and its functions. 3. Write a note on the Objectives of Industrial policy. 4. Explain the Importance of CSR for a Business?   **Section C**  **III.Answer any three questions. Each question carries ten marks (2x15=30)**   1. A] What are the responsibilities of business towards the government?(5M)   B] What are the pros and cons of State intervention in a business? (5M)  C] Write a note on the features of Competition Act of 2002. (5M)     1. ***“ Organisations need to keep a track of changes in the Micro-Macro Environment and respond effectively to create differentiation and competitive advantage to enable the business to survive and prosper “***   What are the factors of micro and macro environment and how do they impact a business? (15M)   1. A] Explain in detail the Impact of Liberalisation, Privatisation and Globalisation. (10M)     B] Write a note on the strategies adopted by a company for going global.(5M)  **Section D**  **IV.Answer the question given below; the question carries fifteen marks (1x15=15)**   1. Vistara , a full service airline is a joint venture between TATA sons ltd holding a stake of 51 percent and Singapore airline .The company draws its name from the Sanskrit word Vistara, meaning limitless possibilities.   The core purpose of TATA group is to improve the quality of life of the communities through long term value creation with commitment to fleet modernization, product and service innovation and market leadership a modern passenger fleet of more than100 aircrafts and networks covering 101 destinations in 40 countries Vistara brings together legendary hospitality and renowned service excellence of TATA and Singapore airlines to create memorable and personalized flying experience for its customers.  Obsessed with quality the company aims to set new standards, in the aviation industry in India with international best practices and state of the art technology in air transport sector.  The brand personality of Vistara demonstrates empathy and understanding, trust, operational excellence, cost leadership reflecting a service experience that will be tech savvy and authentic.  QUESTIONS-   1. What could be the possible objectives of TATA Group to launch Vistara? (5M) 2. What is the problems Vistara faces ? (5M) 3. Express your views on the future prospects of Vistara currently ? (5M) | | | | | | |