

Roll No.
1200 -/-/50/20

HV-453

January 2017
Bachelor of Business Administration (BBA) Examination

Vth Semester
B-502 : BUSINESS ENVIRONMENT

Time 3 Hours]

[Max. Marks 90

Note : Attempt any three questions from Section A and all questions in this section carries 22 marks. Section B is compulsory and carry 24 marks.

Section A

1. Explain what do you understand by Business Environment ? What are the factors which affect the environment positively or negatively ? Discuss.
2. Write short note on any two of the following :
 - (a) National Income Accounting.
 - (b) Industrial Policy of 1991.
 - (c) Consumer Rights.
3. Explain the concept of Monetary Policy and Fiscal Policy in detail.
4. Explain the role of technology in business. What are the problems at micro level which the industries face ? Discuss.
5. Write short notes on any two of the following :
 - (a) Balance of Payment.
 - (b) FEMA (Foreign Exchange Management Act).
 - (c) Social Responsibilities of Business.

Section B

6. Analyse the case and answer the questions given at the end :

RAMBUS IT ACADEMY

Rambus Network Academy is one of the leading trainers in Kerala in India in the field of hardware, networking and security. The organisation is located at Chalakudy, Trissur District, Kerala, and has ten divisions in different parts of Kerala. The organisation had a humble start in 1999, as a PC and Laptop service centre. Later, the same year, an Education division was also started, aiming to provide training courses in hardware and networking. Initially, the division was started as a low profile project, but not it is set with enough infrastructure to support various levels of training programmes in the field of hardware, networking and security.

The organisation was established by Mr. Jeevan P. V. and Mr. Abhilash T. in the year 1999, during the boom in the Information Technology industry, to leverage the opportunities in the sector, based on the new business. Though started as a service centre the organisation had a set plan for innovation and entry into IT Education. With the increase in demand for IT professionals in the area of hardware and networking, the founders decided to build an infrastructure which was capable of generating experts, able to withstand day-to-day challenges that come in this industry. Thus RAMBUS NETWORK ACADEMY was established. The organisation is undertaking hardware and networking courses, interior designing and career oriented short term computer courses. To simplify the management of the entire organisation, the responsibilities and duties are divided into various levels of management. The hierarchy includes departments based on the training area, which also has a Head of the department. To uphold the manpower and their efficiency, there is a Human Resource Department.

P.T.O.

The Rambus Network Academy is, in association with the Continuing Education Cell, Govt. of Kerala, operating in Polytechnics of Kerala. Continuing Education Cell (CEC) is a Kerala government, project, operating through polytechnics, and providing certifications for courses in almost all engineering subjects. Currently, the organisation has off campus training in eight polytechnics, in collaboration with the CEC.

The institution provides a training standard that provides sufficient knowledge to the student for appearing in Global Certification Examinations such as A+, Net+, Linux+, RHCE, MCSE, CCNA, CCNP, etc. With a team of 'Globally certified' faculties, the entire training programme is conducted.

The organisation is heading forward to achieve its dream project of establishing its divisions throughout the country now, to leverage the opportunities arising from the new business environment and IT industry. Along with all these, the organisation is planning to start its new business project in the field of Advertisement, Construction and Real Estate. At present, they are drawing the business plan and formulating strategy to venture into Real Estate, Advertising, etc., based on the positive trends in the sectors. There are thousands of Non- Resident Indians investing in housing and real estate through builders in Kerala because of two reasons. (a) Income Tax exemption that they enjoy when they have NRI Status and would not get when they settle back in the home country. To avoid interest tax etc., they invest heavily in real estate. (b) The majority of Keralite Non-residents in Gulf countries have no time to construct their own houses, while working in Gulf.

Future endeavours include extending the business enterprise into other states. The organisation is committed to provide the best of all services.

Questions :

1. Do you think that Rambus academy has grown because of the time advantage or the business plan ?
2. Do you agree with their diversification plans ?