

June 2018

B. B. A. (Hospital Administration) Examination

Fourth Semester

BUSINESS ENVIRONMENT

Time 3 Hours]

[Max. Marks 80

Note : Attempt any five questions. All questions carry equal marks.

1. What do you mean by environmental analysis ? What is its purpose ?
2. Write a note on consumer protection and utility of consumerism.
3. Discuss the significance of studying marketing structure and competitive analysis in business environment.
4. Explain the impact of social environment of business on decision making.
5. Describe the role of cultural factors in business decisions.
6. Describe the role of political factors affecting business.
7. Write short notes on any two of the following :
 - (a) Consumer Rights.
 - (b) Micro and Macro Environment.
 - (c) Legal Factors Affecting Business.