

BBA-202

Micro Business Environment

Max. Marks:100

External Assessment: 80

Internal Assessment:20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Business environment: concept, nature and significance. Economic, social, political forces affecting business operations & growth. Types of business environment. Environmental scanning. Risk in business environment- country risk and political risk.

. Economic systems: capitalism, socialism & mixed economy. Economic planning in India: objectives, strategy and problems. Impact of economic planning in India.

Economic roles of government: regulatory role, promotional role, entrepreneurial role, planning role, economic role in Indian context. The constitutional environment and state intervention in business.

Social responsibility of business: concept, rationale, dimensions and its disclosure by Indian business. Professionalization and business ethics.

Competitive environment of business with reference to MRTP Act and Competition Act.

Suggested Readings:

FrancisCherunillam:

Business Environment, HimalayaPublications

SureshBedi:

Business Environment, Excel Books

AlokGoyal:

Environment for Managers, V.K.Publications

JustinPaul

Business Environment, Tata Mc-Graw Hill