

BBA 209

Macro 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.

Economic Reforms- Liberalisation, privatization, and globalization. Industrial policy of India- Meaning, Current Industrial Policy.

Foreign capital and technology: foreign investment policy, multinational corporations, foreign investment in India. Regulation and promotion of foreign trade.

Nature & operations of multilateral economic institutions- World Bank, World Trade Organisation and International Monetary Fund.

Monetary & Fiscal Policy of India: Meaning and significance & latest policy. Exim policy of India and its impact on Indian exports & imports in various sectors.

Suggested Readings:

FrancisCherunillam:

Business Environment, HimalayaPublications

SureshBedi:

Business Environment, ExcelBooks

AlokGoyal:

Environment for Managers, V.K.Publications

JustinPaul

Business Environment, Tata Mc-GrawHill