

2123  
B. Voc. (Retail Management)  
Fifth Semester  
RSC- 505: Business Environment

Time allowed: 3 Hours

Max. Marks: 80

*NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.*

x-x-x

I. Attempt any four of the following:-

- a) What is external environment?
- b) Briefly explain the functions performed by NITI Aayog.
- c) Fiscal Policy of India.
- d) Salient features of FEMA
- e) Briefly explain social responsibilities of business.
- f) Explain the significance of R & D in business.

(4x4)

**UNIT - I**

- II. What is Business Environment? Explain the significance, nature and different factors of business environment. (16)
- III. What do you mean by environmental analysis? Explain the need, process and various techniques of environmental analysis. (16)

**UNIT - II**

- IV. What is economic environment? Discuss the key elements of economic environment and their impact on business. (16)
- V. Write short notes on:-
  - a) Monetary Policy
  - b) Economic Planning
  - c) Industrial Policy
  - d) Economic systems(16)

**UNIT - III**

- VI. Discuss the impact of (a) Legislature, (b) Executive, and (c) Judiciary on business. (16)

P.T.O.

(2)

- VII. Discuss emergence of middle class and its influence on business. (16)

**UNIT - IV**

- VIII. How does natural environment affect the business? Discuss. (16)

- IX. Explain the features and impact of technology on business. (16)

X-X-X