



UNIVERSITY OF NORTH BENGAL
BBA Honours 2nd Semester Examination, 2020

GE2-BBA (204)

BUSINESS ENVIRONMENT

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any two of the following assignments

30×2 = 60

1. (a) Describe in brief the concept of 'business ecology'. "Internal and external environment impacts business decision"-Discuss the statement with an example from IT industry of your choice. 5+10
- (b) Write the meaning of 'culture'. Establish the relationship between business and culture by taking an example of an International brand from fast food industry doing business in India. 5+10
2. Does different economic and political environment impact the case of doing business? Explain. Keeping in view the Indian political and economical scenario, analyze the case of doing business in India. 10+20
3. (a) "Technological improvement has changed the conventional business model in retail industry in India." Justify your answer with a suitable example. 15+15
- (b) "Globalization is a boon or bane" — Explain the statement with respect to Indian scenario.

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