



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examination (December 2019)

**School: School of Management**

**Program: BBA-I year**

**Course: Business Environment**

**Course Code: MGT111**

**Semester: I sem**

**Max Marks: 30**

**Duration: 10.30 – 12.30**

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**Notes : All questions are carrying equal marks**

Q. 1. Explain the concept of Business Environment with Meaning, Nature of Business Environment and Types of Environment . Explain with appropriate diagrams.

Or

Q.1. Discuss Economic Transition in India with reference to Privatization and Globalization.

Q.2. Explain 8 Consumer Rights and importance of Consumer Protection in India.

Or

Q.2. Discuss the term Poverty. What are different Poverty Alleviation Programs, explain with appropriate examples.

Q.3 Short Notes : ( Any two )

1. PESTEL – Elaborate with all parameters
2. Importance of Environmental Analysis
3. Exploitation of Consumers
4. Corporate Social Responsibility ( CSR)

