APRIL 2026 **72269/250C4A**

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in about 30 words each.

1. Define business environment.

2. What is environmental analysis?

3. Point out the forces penetrating to economic environment.

4. Define socio-cultural forces.

5. Define political environment.

6. What is business cycle?

7. What is meant by mixed economies?

8. What is called as globalization?

9. Define 4DP.

10. Define social environment.

11. What is meant by attitudes?

12. Define technology.

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions in about 200 words each.

13. Explain the importance of business environment.

14. How political environment affect the business? Explain.

15. Enumerate the salient features of India's fiscal policy.

16. List out the stages of globalization.

17. Explain any two modes of market entry.

18. What is social attitudes? Explain how it affect the business.

19. State the benefits of technology in business.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions in about 500 words each.

20. Discuss the components of business environment.

21. Analyze the impact of legal environment on business decisions.

22. Evaluate the new economic policy of India help's in the country economic decisions.

23. Analyze the challenges faced by cultural heritage in the face of globalization.

24. Discuss the benefits of digital transformation in India.

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