NOVEMBER 2025 **72269/250C4A**

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions, in about 30 words each.

Write short notes on the following :

1. Nature environment
2. Strategic decision
3. Legal environment
4. Business ethics
5. GDP
6. Liberalization
7. NITI
8. Cultural heritage
9. Social organisation
10. Standard of living

11. Innovation

12. Big data

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions, in about 200 words each.

13. Explain the various non-economic environment.

14. Explain the impact of social environment on business decisions.

15. What is the responsibilities of the government towards business?

16. Explain the various objectives of monetary policy.

17. Explain the advantages of liberalization in the business environment.

18. How does foreign culture differ from domestic culture? Explain.

19. Explain the factors to be considered before choosing an appropriate technology.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions, in about 500 words each.

20. Describe the internal factors that affect a business.

21. Discuss the changing dimensions of the legal environment in India.

22. Discuss the role of multi national corporations in the Indian economy.

23. Discuss the various social attitudes which are relevant to business.

24. Briefly explain the impact of technology on business.

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