

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2081
Bachelor of Business Studies (BBS)
Semester - V

Subject: Business Environment in Nepal

Course Code: MGMT 453

Full Marks: 60 Pass Marks: 30

Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. Define business environment in brief.
2. Reflect the process of environmental analysis.
3. What do you mean by investment policy?
4. Introduce the concept of innovation.
5. Enlist any key four objectives of World Trade Organization (WTO).
6. Write down the Major Instrument of Fiscal Policy.
7. Define legal environment of business.
8. Write any four natures of business environment.
9. What do you mean by social audit?
10. Define demographic environment in short.

SECTION B: SHORT ANSWER QUESTIONS (5 X 4 = 20 MARKS)

Answer any **THREE** questions.

11. Define Socio-cultural environment. Explain its key components in detail. [2+6]
12. Introduce the privatization and liberalization. Differences between them. [3+5]
13. Define technological environment. Describe the impact of the technology on business. [2+6]
14. Introduce the fiscal policy and monetary policy. Differences between them. [2+6]
15. What is the political environment? Explain its key components in detail. [2+6]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. "Business organizations are often observed to focus more on analyzing the external environment rather than the internal environment. In light of this statement, explain the key components of the external environment." [5+8]
17. What is globalization? Elaborate its impact on both developed and developing economies or nations. [3+5+5]
18. What is economic environment? Discuss the major components of economic environment. In the context of Nepal, how economic environment impact on business. [2+5+6]

THE END