

SHRI GNANAMBICA DEGREE COLLEGE MADANAPALLI  
(AUTONOMOUS)



SEMESTER-III  
COURSE 7: BUSINESS ENVIRONMENT  
(W.E.F.2024-2025)

Program: BBA

**Theory** **Credits: 4** **4 hrs/week**

**Course Objectives:**

- To enable the students to develop an understanding on Indian Business Environment and various factors impacting the business.
- To help them make effective decisions based on analysis of business environment.
- To develop an understanding of the MSME sector and challenges therein.
- To familiarize the students with international trade and issues related to Balance of Payments.
- To comprehend the role of International institutions in the growth of international business.


**UNIT-I: INTRODUCTION**

Business Environment – Concept, Significance and Nature of Business Environment; Elements of Environment – Silent Features of Indian Economy, Evolution in the recent years.

**UNIT-II: POLITICAL, LEGAL AND ECONOMIC ENVIRONMENT OF BUSINESS**

Elements of Political Environment, Role of Government in Business facilitation, FEMA. Elements of Economic Environment, Industrial policy 1991, Planning Commission Vs NITI Aayogas.



  
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**MADANAPALLE - 517 325**

### **UNIT-III: MANAGEMENT OF MICRO, SMALL & MEDIUM ENTERPRISE (MSME)**

Concepts and Definitions of MSME, The MSME Development Act, 2006. Government Policy Initiative, Current Schemes for MSME development, Problems faced by MSME sector, Role of clusters in Promoting MSME.

### **UNIT-IV: BALANCE OF PAYMENTS**

International Trade, Components of BOP, Reasons for Dis-Equilibrium, Measures to bring back equilibrium in BOP –, Exchange Control.

### **UNIT-V: INTERNATIONAL BUSINESS ENVIRONMENT**

International Monetary Fund, World Trade Organization, World Bank, EU. Objectives and Evolution of GATT, Need for FDI in Developing Countries, Role of FDI in India.

#### **Reference Books:**

1. Francis Cherunilam, Business Environment-Himalaya Publishing House.
2. Aswathappa, Essentials of Business Environment, Himalaya Publishing House.
3. Mishra and Puri, Indian Economy, Himalaya Publishing House.
4. Raj Aggarwal, Business Environment, Excel Books.



  
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**BLUE PRINT**

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**PART-A**

**ANSWER ANY FOUR FROM THE FOLLOWING.**

**(4X5=20)**

1. Question
2. Question
3. Question
4. Question
5. Question
6. Question
7. Question
8. Question

**PART-B**

**ANSWER ANY FIVE FROM THE FOLLOWING**

**(5X10=50)**

9. Question (Unit I)
10. Question (Unit I)
11. Question (Unit II)
12. Question (Unit II)
13. Question (Unit III)
14. Question (Unit III)
15. Question (Unit IV)
16. Question (Unit IV)
17. Question (Unit V)
18. Question (Unit V)



  
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**PART-A**

ANSWER ANY FOUR FROM THE FOLLOWING.

(4X5=20)

1. Define Business Environment.
2. State any two significances of studying Business Environment.
3. What is the role of government in business facilitation?
4. Define FEMA.
5. Mention any two current schemes for MSME development.
6. What is exchange control?
7. What is the role of the World Bank?
8. Mention any two objectives of GATT.


**PART-B**

ANSWER ANY FIVE FROM THE FOLLOWING

(5X10=50)


9. Discuss the elements of Business Environment.
10. Analyse the silent features of the Indian economy.
11. Critically evaluate the Industrial Policy of 1991.
12. Compare the roles of Planning Commission and NITI Aayog.
13. Explain the major problems faced by the MSME sector.
14. Describe the role of clusters in promoting MSME growth with examples.



  
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15. Explain the concept and significance of Balance of Payments.
16. Discuss the major components of BOP with examples.
17. Describe the objectives and achievements of the World Bank.
18. Explain the evolution of GATT and its role in global trade.



  
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