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## School of Law

Integrated Bachelor of Business Administration - Bachelor of Law  
Mid Term Examination - May 2024

Duration : 90 Minutes

Max Marks : 50

### Sem II - J1UC201T - Business Environment

*General Instructions*

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Define the term stakeholder. K2 (2)
- 2) List the components of micro environment in business. K1 (3)
- 3) Describe the concept of economies of scale. K2 (4)
- 4) Discuss the different kinds of economies. K2 (6)
- 5) Interpret the concept and phases of a business cycle. K3 (6)
- 6) Interpret mission statements of business organizations in the media industry K3 (9)
- 7) Analyse the various B2C business companies in the retail sector in India. K4 (8)
- 8) Analyse the impact of political factors on business. K4 (12)

**OR**

Analyse the concept and process of environmental analysis K4 (12)