



UNIVERSITY OF NORTH BENGAL
BBA Honours 2nd Semester Examination, 2021

GE2-BBA (204)

BUSINESS ENVIRONMENT

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any two of the following assignments

30×2 = 60

1. (a) Elucidate the meaning and significance of the intellectual property and intellectual property rights. Explain the characteristics of different types of intellectual property and its rights with suitable examples. 5+10
- (b) Discuss the pros and cons of various foreign market entry modes, critically commenting upon them from the current business perspective. 15
2. (a) Clarify the reasons for the recognition of the technological environment as an important dimension of the business environment. 10
- (b) Give a brief outline of the policy relating to foreign technical collaboration and foreign investment pursued by the Government of India since independence. 20
3. (a) Discuss the rationale of contemporary industrial policy reforms initiated after 1991 in India. 15
- (b) Discuss the main constituent elements of mix economy in the light of Indian economy. Do you consider it to be a desirable environment from the point of view of today's business organizations? 15

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