

23/3/2018



**DOON UNIVERSITY, DEHRADUN (UTTARAKHAND)**

**MID SEMESTER EXAMINATION- 2018**

**MBA II SEMESTER**

**MMS-MBA-511- BUSINESS ENVIRONMENT**

**Note: Attempt all questions**

**MM-30**

**Time: 2Hours**

**10X3=30**

- 1- Discuss the concept and significance of Business Environment?
- 2- Differentiate between internal and external environmental factors and discuss the interaction between internal and external factors?
- 3- Describe the importance of legal and political environmental factors?