

12/12/18



DOON UNIVERSITY, DEHRADUN
Final Term Examination, IMBA- 1st Semester, 2016-17
School of Management
Course: IMBA 106 || Business Environment

Time Allowed: 3 Hours

Maximum Marks: 50

SECTION : A

(Attempt all Questions)

(Marks: 3x5=15)

1. Explain the following terms:-

- 1) Brand
- 2) Trade Mark
- 3) Patent
- 4) Copyright
- 5) GDP

SECTION : B

(Attempt any 4 Questions)

(Marks: 5x4=20)

1. What is the difference between internal and external environment?
2. Mention the various dimensions of SWOT analysis and their importance.
3. What are the essential features of
 - (a) Liberalization
 - (b) Privatization
 - (c) Globalization
4. What in International Business and types of barriers with examples?
5. What is Demonetization? Explain its impact on Indian Economic Environment.

SECTION : C

(15 Marks)

1. Explain important features of all five year plans till 2012. Do mention the importance of each plan