# Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

**Continuous Internal Assessment Test I – February 2026**
**IV Semester**

**Class : II-BBA** **Time: 2 hours**
**Major : BBA** **Maximum Marks: 6**

## 23BBASE2C- Business Innovation and Environment

**Course Outcomes:**
At the end of the course, students will:
1. Understand the elements of environment and its impact on business
2. Familiar with economic environment of business
3. Familiar with government policies in business promotions
4. Gain Knowledge on economic role of government in India
5. Appreciate the new technology policy and legal protection for natural environment and their impact on business

**Part - A** **6 x 1 = 6**

**Choose the Correct Answer**

1. A business environment refers to the combination of__ factors that influence business activities. CO1K1
   a) Internal only b) External only
   c) Internal and external d) Financial only
2. Which one of the following is an element of external business environment CO1 K1
   a) Employees b) Management
   c) Technology d) Organization structure
3. Economic planning mainly aims at ____development of the economy CO2 K1
   a) Random b) Balanced
   c) Unequal d) Uncontrolled
4. FDI stands for CO2 K1
   a) Foreign Development Investment b) Fixed Domestic Investment
   c) Foreign Direct Investment d) Financial Development Initiative
5. Organizational aspects of innovation mainly focus on CO3 K1
   a) Pricing strategy b) Structure and culture supporting innovation
   c) Tax planning d) financial auditing
6. Creative approaches and soft methods for innovation management include CO3 K1
   a) Cost accounting technique b) Statistical quality control
   c) Brainstorming and design thinking d) Budgetary control

**Part - B** **3 x 6 = 18**

**Answer ALL Questions**

**Each answer should not exceed 400 words or two pages**

7. a. Explain the concept and significance of the Business Environment in brief. CO1 K2

(or)

7. b. Briefly explain the types of Business Environment with examples. CO1 K2

8. a. Explain the role of economic planning and policies in business development. CO2 K2

(or)

8. b. Explain briefly on the Impact of FDI on innovation and economic growth. CO2 K2

9. a. Explain briefly on the organizational aspects of innovation management. CO3 K2

(or)

9. b. Describe the creative approaches and soft methods used for managing innovation. CO3 K2

**Part - C** **3 x 12 = 36**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

10. a. Describe the internal and external business environment and explain how they influence innovation in organizations in detail. CO1 K2

(or)

10. b. Explain the historical evolution of innovation in detail. CO1 K2

11. a. Explain the role of FDI and recent policy developments in promoting business innovation. CO2 K2

(or)

11. b. Explain the economic systems and their influence on the business and innovation environment. CO2 K2