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Roll No. ....

**MB-106**

**M. B. A. (FIRST SEMESTER)**

**MID SEMESTER EXAMINATION, 2021-22**

**BUSINESS ENVIRONMENT**

**Time : 1 : 30 Hours**

**Maximum Marks : 50**

**Note : (i) This question paper contains two Sections.**

**(ii) All Sections are compulsory.**

**Section-A (10×1=10)**

**Fill in the blanks/True or False :**

1. The term \_\_\_\_\_ refers to the framework, the situation and the factors within the business organization.
2. \_\_\_\_\_ nature of business environment suggests that environment keeps on changing.

**P. T. O.**

(2)

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3. \_\_\_\_\_ refers to a code of conduct that businesses are expected to follow while doing business.
4. Lack of \_\_\_\_\_ in an economy accentuates ownership concentration.
5. The market is a new issue market that mainly deals with the issues of new securities.
6. If a transaction is single, it is just an exchange and not business. (T/F)
7. Public and customers are the two components of specific forces of business environment. (T/F)
8. Corporate Governance is about promoting corporate fairness, transparency and accountability. (T/F)
9. Small scale industries are generally capital intensive. (T/F)
10. In India, industrial licenses are regulated by the IRDA, 1951 Act. (T/F)

(3)

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Section-B

(20×2=40)

Note : (i) Each question contains three parts (a),

(b), & (c).

(ii) Attempt any *one* part of choice (a) or

(b) from each question and part (c) is compulsory of each question.

2. (a) What do you understand by the concept of internal and external environment ? Explain with proper examples. (CO1 : Understand the scope and concept of Business Environment.)

OR

- (b) Define the role of Financial Markets in Indian economy with proper examples. (CO1 : Understand the scope and concept of Business Environment.)

R.T.O.

(4)

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(c) Case Study :

(10 marks)

(CO1 : Understand the scope and concept of Business Environment)

Over the years, e-business in our country has witnessed tremendous growth due to several reasons. There is significant improvement in the Information Technology infrastructure over the last decade as the Government has taken important steps in high-speed Internet connectivity. As a result, the broadband networks have not only become better but also more affordable. Additionally, Government is trying to make rural India connected through broadband, Fiber optic, 4G — a great possibility for e-business to expand the retail market by reaching out to the most remote rural customer. Another catalyst strengthening the e-business segment is the country's favourable demography. It has more than

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50% of its population below the age of 25 and more than 65% below the age of 35. It is expected that, in the year 2020, the average age of an Indian will be 29 years, compared to 37 for China and 48 for Japan, this promises for phenomenal increase in e-business. Moreover, the penetration of the smart phone in a large section of the population has aptly addressed the problem of computer illiteracy. Not with standing, the fact that consumers also prefer e-business due to multiple factors like convenience, time etc.

*Question :* Identify and explain the various dimensions of business environment being referred to in the above case.

- 3(a) Explain the concept of Corporate Social responsibility in business world. (CO2 : Have an indepth knowledge of the Micro and Macro Environment.)

R. T. Q.

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OR

- (b) What do you understand by Business Ethics and Corporate Governance? (CO2 : Have an in-depth knowledge of the Micro and Macro Environment.)

- (c) Case Study :

(CO2 : Have an indepth knowledge of the Micro and Macro Environment.)

India is set to propose a new crypto currency bill in parliament, and investors are trying to make sense of what this might mean for the future of virtual coins in South Asia's largest economy. Lawmakers may ultimately opt to impose tough regulations on the crypto market instead of an outright ban on private coins, according to a top executive at Zebpay, one of India's largest crypto exchanges. "My belief is that we will have some kind of coherent regulation, but on the tougher side," said Avinash Shekhar, co-CEO of

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Zebpay, told CNBC's "Squawk Box Asia" on Thursday. A parliamentary bulletin dated Nov. 23 showed that the government plans to introduce a new bill aimed at regulating digital currencies when Parliament begins its winter session starting Monday. Through that bill, India is seeking to ban most private crypto currencies as well as to establish a frame for creating an official digital currency to be issued by the Reserve Bank of India. However, it will allow "for certain exceptions to promote the underlying technology of crypto currency and its uses," the bulletin said.

*Question :* What is your viewpoint as a management student on future of Crypto Currency in India ? Elaborate with real corporate world examples.