

(Please write your Enrollment Number)

Enrollment No. 05409152024

End-Term Examination  
(CBCS)(SUBJECTIVE TYPE)(OffLine)  
Course Name: MBA: Sem: 2  
(May, 2025)

Subject Code: MMS 108	Subject: Business Environment
Time :3 Hours	Maximum Marks :60

Note: Q1 is compulsory. Attempt one question each from the Units I, II, III & IV.

Q1	Answer the following questions	(2.5*8=20)	CO Mapping
a	Define micro and macro environment with examples.		CO1
b	Describe the different phases of the business cycle.		CO1
c	Mention any two elements of culture that impact business in India.		CO2
d	What are the challenges faced by businesses due to socio-cultural differences?		CO2
e	How has liberalization impacted foreign trade in India?		CO3
f	Define economic planning and its importance in India.		CO3
g	What role does the IMF play in the global economy?		CO4
h	What is Industry 4.0? Give one example of its application.		CO4
UNIT I			CO Mapping
Q2	What are the key techniques of environment analysis? Evaluate their strengths and limitations.		CO1
Q3	Imagine you are a manager in a consumer electronics company. How would you use PESTLE and SWOT analysis to assess the company's readiness for launching a new product in a competitive market?		CO1
UNIT II			CO Mapping
Q4	Explain the concept of "ease of doing business." Analyze India's performance and challenges in this regard.		CO2
Q5	What challenges and opportunities do foreign businesses face in India? Highlight socio-cultural and legal aspects.		CO2
UNIT III			CO Mapping
Q6	Discuss the impact of Economic reforms on the Indian business environment.		CO3
Q7	The government introduces a new industrial policy. As a business strategist, how would you align your company's operations with this shift and gain a competitive edge?		CO3
UNIT IV			CO Mapping
Q8	What is the future of protectionism in a post-pandemic world? Discuss its implications on international business.		CO4
Q9	What is the role of foreign capital in economic development? Discuss with reference to FDI, FII, and FEMA in the Indian context.		CO4