

**MBA 24102**  
**MBA DEGREE EXAMINATIONS**  
**FIRST SEMESTER**  
**BUSINESS ENVIRONMENT**  
**(w.e.f. Admitted Batch 2024 - 25)**

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**Time: 3 Hours**

**Max. Marks: 75M**

**SECTION-A**

Answer any **FIVE** Questions not exceeding **One** page each.

**(5 X 4 = 20 M)**

1. Challenges of Business Environment
2. Cooperative Structures
3. Corporate Social Responsibility
4. Exchange Rate Determination
5. Foreign Market
6. Scope of Economics
7. Economic Planning
8. Sustainable Development

**SECTION-B**

Answer **ALL** Questions not exceeding **Four** pages each.

**(5 X 8 = 40 M)**

9. (a) Explain the various Dimensions and Challenges of International Business Environment.

(Or)

(b) Define the term Business Environment. Explain its Components and Significance.

10. (a) Describe the New Industrial Policy of 1991 with its objectives and scope.

(Or)

(b) What are the features of Indian economic planning with respect to public sector undertaking.

11. (a) Explain the objectives of Competition Act 2002 and bring out the latest amendments of 2023.

(Or)

(b) What are the various emerging trends in Business Environment.

12. (a) What is Balance of Payments? Give meanings of trade balance and current account balance.

(Or)

(b) Explain the importance of Trade Barriers and Trade Strategy. What are the effects of Trade Barriers.

13. (a) What are the various Foreign Market Entry Trade Methods.

(Or)

(b) Briefly explain the origin of WTO with its Objectives, Structure and Functioning.

**SECTION-C**  
**(Compulsory)**

**Case Study.**

**(15 M)**

Kapil Sharma is working as the Country Head of a company which owns a chain of malls under the name of 'Virtuoso' in the various parts of India. Through an analysis report of the business environment, it has been brought to his notice that in the coming years, shopping at a mall will not be a necessity for the buyers as purchases can be made online from anywhere and at any time with ease and at the consumer's convenience. Hence, malls will have to provide much more than shopping to be able to attract customers. So, he recommends that 'Virtuoso' malls should to be restructured into recreation centers, offering more spaces to socialize, host events and concerts, and provide ample Food and Beverages options.

Consequently the share of entertainment segment and Beverages segment in the overall mall space is increased by 20%. As a result, the company gains enormously by getting the first mover advantage.

In context of the above case:

1. Define the term 'Business Environment'.
2. Explain the terms 'Threats' and 'Opportunities' by quoting lines from the paragraph.

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