

Enrollment No.....



Faculty of Management Studies
End Sem (Odd) Examination Dec-2019
MS5CO06 Business Environment

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Company Images and Brand Equity is factor affecting business- **1**
 (a) Externally (b) Internally
 (c) Government Policy (d) None of these
- ii. Which one is not an element of Internal Environment? **1**
 (a) Marketing Capabilities
 (b) Operational Capabilities
 (c) Money and Capital Market
 (d) Personal Capabilities
- iii. is an Economic System based on the principles of free enterprise. **1**
 (a) Capitalism (b) Socialism
 (c) Mixed economy (d) None of these
- iv. What are the decisions taken by the Government of India pertaining to industrial sector in the new industrial policy of India? **1**
 (a) VRS to shed excess load of workers.
 (b) Disinvestment of public sector share holding
 (c) Referring sick units to BIFR
 (d) None of these
- v. In India Liberalisation and Privatisation began from **1**
 (a) 1991 (b) 1971 (c) 1981 (d) 1947
- vi. A possible obstacle to growth of Privatisation is **1**
 (a) Profit earned by public enterprises
 (b) Sale of least profitable enterprises
 (c) Licensing
 (d) All of these

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vii.	By which act Government checks restrictive trade	1
	(a) Industrial Policy act 1991 (b) MRTP Act	
	(c) FEMA act (d) None of these	
viii.	Which one is not the main objective of Fiscal Policy in India?	1
	(a) To increase liquidity in economy	
	(b) To promote price stability	
	(c) To minimize the inequalities of income	
	(d) Promote Employment opportunities	
ix.	Globalisation means	1
	(a) Setting of firm's branches in other countries	
	(b) Adopting a global outlook	
	(c) Earning profit from export	
	(d) Attracting foreign Investment	
x.	Indian business encounters the following problem in the Globalisation	1
	(a) Infrastructural bottleneck	
	(b) Lack of interest shown by MNCs	
	(c) Both (a) and (b)	
	(d) None of these	
Q.2	i. Define business environment.	2
	ii. Explain components of internal environment.	8
OR	iii. What do you mean by CSR? Describe responsibilities of business towards its Employees and Government.	8
Q.3	i. Explain features of mixed economy.	4
	ii. Describe the impact of new Economic Policy 1991 on growth of business.	6
OR	iii. Discuss the problems of Industrial Development in India.	6
Q.4	Attempt any two:	
	i. Write a short note on SEZ.	5
	ii. Describe nature and scope of private sector in India.	5
	iii. Elaborate impact of MNC's on Indian Economy in brief.	5
Q.5	i. What do you mean by IRDA?	4

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	ii	Explain main instruments of monetary policy.	6
OR	iii	Explain the role of SEBI to regulate securities market in India.	6
Q.6		Attempt any two:	
	i.	Explain components of BOP.	5
	ii.	Write short note on Free Trade v/s Protectionism.	5
	iii.	Describe main functions of IMF in brief.	5

Marking Scheme
MS5CO06 Business Environment

Q.1	i.	Company Images and Brand Equity is factor affecting business-		1
		(a) Externally		
	ii.	Which one is not an element of Internal Environment?		1
		(c) Money and Capital Market		
	iii. is an Economic System based on the principles of free enterprise.		1
		(a) Capitalism		
	iv.	What are the decisions taken by the Government of India pertaining to industrial sector in the new industrial policy of India?		1
		(c) Referring sick units to BIFR		
	v.	In India Liberalisation and Privatisation began from		1
		(a) 1991		
	vi.	A possible obstacle to growth of Privatisation is		1
		(b) Sale of least profitable enterprises		
	vii.	By which act Government checks restrictive trade		1
		(b) MRTP Act		
	viii.	Which one is not the main objective of Fiscal Policy in India?		1
		(a) To increase liquidity in economy		
	ix.	Globalisation means		1
		(b) Adopting a global outlook		
	x.	Indian business encounters the following problem in the Globalisation		1
		(a) Infrastructural bottleneck		
Q.2	i.	Meaning	1 mark	2
		Definition	1 mark	
	ii.	At least 6 points of internal Environment	8 marks	8
OR	iii.	Meaning of CSR	2 marks	8
		Responsibilities towards its Employees and Government.		
			(3+3) marks	
Q.3	i.	Features of mixed economy.	(1 mark*4)	4
	ii.	Impact of new Economic Policy 1991 on growth of business.		6
		(Any 6 points)	(1 mark*6)	
OR	iii.	Problems of Industrial Development in India.		6
		(Any 6 points)	(1 mark*6)	
Q.4		Attempt any two:		
	i.	Short note on SEZ.	5 marks	5

	ii.	Nature of private sector in India.	2.5 marks	5
		Scope of private sector in India.	2.5 marks	
	iii.	5 point of impact of MNC's on Indian Economy		5
			(1 mark*5)	
Q.5	i.	Meaning of IRDA with brief explanation	4 marks	4
	ii.	Any six instruments of monetary policy.	1 mark*each	6
OR	iii.	Role of SEBI (On the basis of Explanation)	6 marks	6
Q.6		Attempt any two:		
	i.	Explanation of 3 components of BOP.	5 marks	5
		(Step wise marking)		
	ii.	On the basis of explanation	5 marks	5
	iii.	Any 5 functions of IMF	(1 mark*5)	5
