

[4]

Q.6	Attempt any two:				
i.	Explain the different elements of international environment.	5	2	5	4
ii.	Analyse the challenges of international business.	5	2	5	9
iii.	Write a short note on World Bank and IMF.	5	2	5	1

Total No. of Questions: 6

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies
End Sem Examination Dec 2024
MS3CO04 Business Environment

Programme: BBA

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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

		Marks	BL	PO	CO	PSO
Q.1	i. In conducting an environmental analysis, which of the following is NOT typically a focus of the PESTLE analysis?	1	1	1	1	
	(a) Legal regulations affecting business operations					
	(b) Supply chain dynamics and logistics					
	(c) Economic growth rates and inflation					
	(d) Social values and lifestyle changes					
	ii. Which of the following best describes the role of the legal environment in business?	1	1	1	1	
	(a) It determines the technological advancements that can be utilized by firms.					
	(b) It influences the social trends that affect consumer behavior.					
	(c) It restricts the economic activities of businesses through taxation.					
	(d) It provides the framework for fair competition and consumer protection.					
	iii. On which date was the Planning Commission of India established?	1	1	1	1	
	(a) March 15, 1950					
	(b) January 1, 1951					
	(c) April 1, 1952					
	(d) November 14, 1956					

P.T.O.

[2]

- iv. What was the main goal of liberalization in the Indian economy after 1991? **1** 1 1 1
- (a) To increase government control over all sectors
(b) To promote self-sufficiency and reduce imports
(c) To encourage foreign investment and reduce government control
(d) To nationalize key industries and services
- v. Which of the following monetary tools typically requires collateral? **1** 1 1 1
- (a) Open market operations
(b) Reserve requirements
(c) Repurchase agreements
(d) Discount rate
- vi. Which of the following towns is NOT designated as an Export Excellence Town, under FTP, 2023? **1** 1 1 1
- (a) Meerut
(b) Faridabad
(c) Mirzapur
(d) Moradabad
- vii. Which of the following is/are example(s) of social institutions? **1** 1 1 1
- (a) Family
(b) School
(c) Religion
(d) All of these
- viii. Which of the following is NOT a method of transfer of technology? **1** 1 1 1
- (a) Innovation
(b) Licensing
(c) Joint Ventures
(d) Research and Development Collaboration
- ix. Which of the following institutions is also known as the "International Bank for Reconstruction and Development" (IBRD)? **1** 1 1 1
- (a) International Monetary Fund (IMF)
(b) World Trade Organization (WTO)
(c) World Bank
(d) United Nations

[3]

- x. Where is the headquarters of the International Monetary Fund (IMF) located? **1** 1 1 1
- (a) Geneva, Switzerland
(b) New York, USA
(c) London, United Kingdom
(d) Washington, D.C., USA
- Q.2 i. What is difference between micro and macro environment? **2** 1 1 9
- ii. How do political, economic, social, technological, legal, and environmental factors impact businesses? Please provide examples **3** 1 1 5
- iii. What do you understand by business environment? Describe its scope and objectives. **5** 1 1 1
- OR iv. Explain environmental analysis. Discuss its objective and significance. **5**
- Q.3 i. Discuss the characteristics of Indian economy. **2** 1 2 3
- ii. What do you understand by economic reform? What was the need of economic reform in 1991? **8** 1 2 3
- OR iii. Explain the salient features of Industrial Policy, 1991. Discuss its impact on business in India. **8** 2 2 9
- Q.4 i. Explain the different tools of monetary policy in India. **3** 1 3 11
- ii. Discuss the different roles of government in regulation and development of business. **7** 1 3 3
- OR iii. What do you understand by fiscal policy? Explain the salient features of competition Act, 2002. **7** 1 3 3
- Q.5 i. Explain social audit. Discuss the types of social audit. **4** 2 4 1
- ii. What do you understand by transfer of technology? Discuss the impact of technology on business. **6** 1 4 10
- OR iii. Discuss the elements of socio-cultural environment. Elaborate the provisions for CSR in The Companies Act, 2013. **6** 1 4 4

Marking Scheme
MS3CO04 (T) Business Environment (T)

Q.1	i)	Answer: b) Supply chain dynamics and logistics	1
	ii)	Answer: d) It provides the framework for fair competition and consumer protection.	1
	iii)	Answer: a) March 15, 1950	1
	iv)	Answer: c) To encourage foreign investment and reduce government control	1
	v)	Answer: c) Repurchase Agreements	1
	vi)	Answer: a) Meerut	1
	vii)	Answer: d) All the above	1
	viii)	Answer: a) Innovation	1
	ix)	Answer c) World Bank	1
	x)	Answer d) Washington, D.C., USA	1
Q.2	i.	Difference between micro and macro environment	2
	ii.	Impact of PESTEL factor on business (2 Marks) Examples (1 Marks)	3
	iii.	Meaning of business environment (2 Marks) Scope and objectives (1.5 + 1.5 Marks)	5
OR	iv.	Environmental analysis (2 Marks) Objective and significance (1.5 + 1.5 Marks)	5
Q.3	i.	Characteristics of Indian economy	2
	ii.	Meaning of economic reform (3 Marks) Need of economic reform in 1991(5 Marks)	8
OR	iii.	Salient features of Industrial Policy, 1991(5 Marks) Impact on business in India (3 Marks)	8
Q.4	i.	Tools of monetary policy in India	3
	ii.	Roles of government in regulation and development of business	7
OR	iii.	Meaning of fiscal policy (2 Marks) Salient features of competition Act, 2002(5 Marks)	7
Q.5	i.	Social audit. (2 Marks)	4

		Types of social audit (2 Marks)	
	ii.	Transfer of Technology (3 Marks) Impact of technology on business (3 Marks)	6
OR	iii.	Elements of Socio-cultural environment (3 Marks) Provisions for CSR in The Companies Act, 2013(3 Marks)	6
Q.6		Attempt any two	
	i.	Five elements of international environment	5
	ii.	Five challenges of international business	5
	iii.	Short note on World Bank and IMF (2.5 +2.5 = 5 Marks)	5
