



End Term {(Odd) (Trimester-I)} Examination November 2025

Roll no.....

Name of the Course and Trimester: MBA I

Name of the Paper: BUSINESS ENVIRONMENT

Paper Code: MBA 102

Time: 3 hour

Maximum Marks: 100

Note:

- (i) This question paper contains two Sections-Section A and B
- (ii) Both Sections are compulsory
- (iii) Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 10 marks.
- (iv) Section B, consisting of a case study, is compulsory. It is of 40 Marks.

Section A

Q1.

(2X10=20 Marks)

- a. Discuss the scope and constituents of the business environment and analyze their impact on business operations. (CO1)
- b. Explain the role of socio-cultural and technological forces in shaping the Indian business environment. (CO1)
- c. Examine the nature and significance of financial markets with reference to emerging business trends. (CO1)

Q2.

(2X10=20 Marks)

- a. Illustrate the concept of corporate social responsibility (CSR) with examples of its impact on stakeholders in business organizations. (CO2)
- b. Evaluate the role of monetary and fiscal policy in shaping India's financial structure. (CO4)
- c. Evaluate the principles of business ethics and corporate governance in contemporary business contexts. (CO2)

Q3.

(2X10=20 Marks)

- a. Analyze the working of capital market institutions and the role of stock indices in the Indian financial system. (CO3)
- b. Assess the significance of foreign investment flows (FDI, FII, FPI) and their economic advantages for India's development. (CO4)
- c. Explain the mechanisms of foreign investment in India and their economic implications. (CO3)



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Section B

Q4. Case Study

(40 Marks)

Multinational Expansion in India

Background:

A leading multinational corporation (MNC), "GlobalTech Industries," has recently entered the Indian market with diversified business arms in manufacturing and services. The company aims to leverage India's growing economy, skilled workforce, and expanding consumer base. GlobalTech has established a wholly-owned subsidiary for manufacturing and formed a strategic partnership with a local service provider for its IT and consulting operations.

Challenges and Opportunities:

- GlobalTech must navigate India's complex regulatory environment, including export-import policies, foreign direct investment (FDI) norms, and compliance with international trade agreements.
- The company is affected by the policies of global trade bodies such as the World Trade Organization (WTO), General Agreement on Tariffs and Trade (GATT), and General Agreement on Trade in Services (GATS).
- Recent regional trade agreements, such as the Regional Comprehensive Economic Partnership (RCEP) and bilateral agreements, are shaping the competitive landscape for MNCs in India.
- The company faces challenges related to local competition, cultural adaptation, and evolving government policies on import substitution and export promotion.

Questions:

- a. Analyze how globalization and the presence of international trade bodies (WTO, GATT, GATS) influence GlobalTech's business strategy and growth prospects in India. (CO5) (10 marks)
- b. Discuss the role of India's export-import policy in shaping the operational decisions of GlobalTech. (CO5) (10 marks)
- c. Evaluate the impact of recent regional trade agreements on GlobalTech's market entry and expansion plans. (CO5) (10 marks)
- d. Identify the major challenges and opportunities presented by emerging international trends for GlobalTech in the Indian context. (CO5) (10 marks)