

MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)

M.B.A. Sem - II : WINTER : 2021

SUBJECT: BUSINESS ENVIRONMENT

Day : Tuesday
Date : 18-01-2022

W-15402-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections should be written in SAME answer book.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

What is environmental forecasting? What is its significance for the Business?

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

Elaborate the "Role of Government in Business". How it affects the prospect of the Business?

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

How culture can influence business? Explain with suitable examples.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

How technology changes affects the Business and Industry? Explain with examples.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) GDP
- b) Business Ethics
- c) Consumer Protection Act
- d) Monetary Policy

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

Explain any five economic indicators which help us to know economic conditions of a country. Explain with current examples.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Critically evaluate the current business environment with its impact on various industry.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

What are the opportunities and challenges of globalization for Indian companies? Comment with examples.
